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The REPORTER

with Postage and the Mailbag

January 1939

Dear Folks,

We have moved
to 17 East 42nd St
Change your records
and come see us!

H. H.

THE ORIGINAL MAGAZINE OF DIRECT MAIL

THE UNIVERSITY OF THE
UNIVERSITY OF ILLINOIS

meet some friends of **THE MIMEOGRAPH**

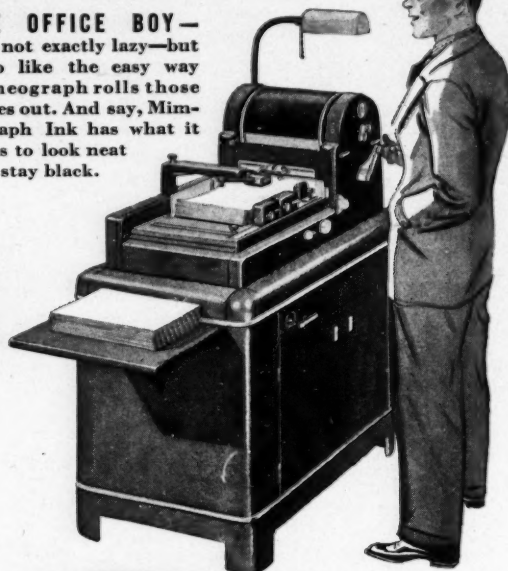


BOSS—I like the way Mimeograph catches hot ideas before they cool. And gets them out where they ought to go—quick!

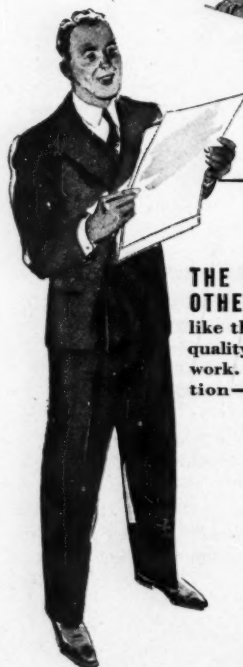


HIS SECRETARY—I like the clean, clear way The Mimeograph Stencil Sheet takes my typing. Its soft blue is so easy on my eyes, even at night.

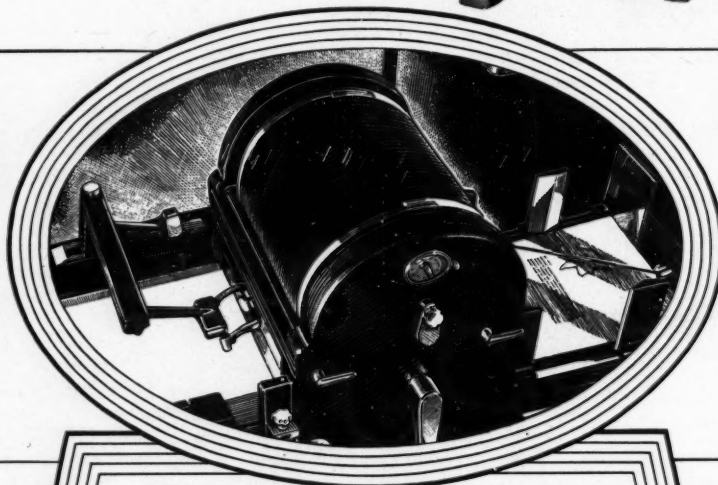
THE OFFICE BOY—I'm not exactly lazy—but I do like the easy way Mimeograph rolls those copies out. And say, Mimeograph Ink has what it takes to look neat and stay black.



THE PURCHASING AGENT—I like its economy. Since we put in The Mimeograph we've been able to save several hundred dollars.



THE MAN AT THE OTHER END—And I like the neat, legible quality of Mimeograph work. It gets attention—and keeps it.



Right-hand man to American businesses and American institutions—that's The Mimeograph, with its integrated supplies . . . A message, bulletin or letter must be broadcast to many—immediately . . . The Mimeograph Stencil Sheet captures it . . . Rich, black, longer-lived Mimeograph Ink forms it on paper and The Mimeograph Machine rolls off the copies you need . . . Dozens to thousands. Sixty copies per minute, or 150 . . . Letter Shop customers want neat, clean, legible work—and they want it fast. That calls for The Mimeograph and Mimeograph Supplies—does your shop use them? . . . The name of our local distributor is in your phone book.

MIMEOGRAPH

is the trade mark of A. B. Dick Company, Chicago.
Registered in the United States Patent Office

REPORTORIAL:

THE COVER tells you that *The Reporter* has moved. The Cover Design is an adaptation of a clever "removal notice" created by the ace photographer, J. Florian Mitchell of New York, who assures your reporter that the picture portrays a perfect check-mate. (See page 14, August Reporter.)

We are doing something which we have wanted to do . . . for a long time. On March 1st, we will open the first and only DIRECT MAIL CENTER. The purposes are: to provide a convenient meeting place for all persons interested in direct mail; and to put into inspectable form, all of the material described in *The Reporter*.

Bob Collier, who paid us an advance preview visit—wrote as follows:

"I can imagine no more fitting place for those interested in direct mail to consult one another, to sit back for a leisure hour and read the best books on the subject, to look over samples of the material put out by all the leaders in the field and to examine the most successful campaigns of the moment. Most of us would cheerfully pay ten or twenty dollars or more to belong to such a Club. To get the privilege FREE, merely for subscribing to THE REPORTER, seems like taking money from a blind man."

We will not attempt to describe it further here. Most of you will be visiting New York during 1939 . . . and we hope you will put the DIRECT MAIL CENTER on your must list.

Why try to highlight this first issue of the year? It should speak for itself. But you may notice that there are more questions answered. If you have questions . . . send them in.

There is one sad story of the past month which should be told. A young girl was out driving with three other young people. A slight side-swipe; the car turned over and caught fire; the boy driver was rescued; the rest were burned to death. The father of the girl sensed that the coroner's jury was inclined to make an example by punishing the young driver. He said to the jury:

"It must strike you strange that I, who have just lost my most cherished possession, should plead for leniency to the one who has unintentionally been the cause of this tragic affair. But, punishing him would not bring back my girl to me. The blame for

THE REPORTER WITH POSTAGE AND THE MAILBAG

Edited by Henry Hoke, assisted by associate reporters all over the world

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such tragedies goes further back than on the shoulders of the young people who are involved in so many of them today.

We, the parents, are so much involved in our own selfish seeking for pleasure that the young people are left pretty much to themselves. We permit them, at sixteen or eighteen, to drive high-powered motor cars over miles of dark roads at night. Our roads are lined with dance halls and gin joints catering to the young boys and girls. Our movies give them an unnatural, unhealthy conception of life. We give them everything that tends to their detriment and fail to find them honest jobs when they complete college.

Many sympathetic friends have said that 'God reached out and took our prized possession.' That strikes me as being unfair to God. I cannot conceive of a God so cruel. No, we cannot place the blame on the broad shoulders of our God. The blame belongs to a generation of parents, side-stepping their responsibility. The

blame, gentlemen of the jury, is mine . . . and yours!"

After two hours of deliberation, the verdict was "unavoidable accident." The girl was Carolyn, eighteen year old daughter of Jack Carr, Lutz, Florida. That courageous statement to the jury can well be her monument.

The above report received in a letter. Letters furnish inspiration for living . . . and for business. Your reporter lives from day to day in a world of letters . . . letters telling of the plans, successes, failures, hopes, fears and . . . tragedies. I wonder if business men pay enough attention to the letters received. J. B. Hall, one of the founders of the Addressograph Company never read or supervised outgoing mail. He read every letter that came in. He knew that everything was all right as long as the responses were right. When a reaction showed trouble, correction was prompt. Perhaps that is a slant on correspondence control that has been overlooked. Read every letter. Get ideas and inspiration from them.

H. H.

A GALLERY OF DIRECT MAIL

WHO ARE the notable men and women among the users of direct mail? What do they look like? Where did they come from? What makes the work they do click? *Your reporter* is often asked to describe some of these people he meets in his travels or through the mail. Believing that "old-timers" will enjoy the opportunity to review, or be reminded of, acquaintances . . . and that newcomers will get inspiration by learning of the successes of others . . . we present this *Gallery of Direct Mail*—in which appears brief personal case histories (so far). To these direct mail advertisers . . . and to the others to follow . . . we give a salute for work well done.



LEON J. BAMBERGER, Sales Promotion Manager, RKO Radio Pictures, Inc., New York City.

Of all things . . . a native born New Yorker. Educated in Indianapolis. Twenty-seven years in Motion Picture business. Started as booker for flickering old one reelers. Prior to RKO—he for 11 years was with Paramount Pictures as Assistant Manager of division of exploitation, then Sales Promotion Manager (including house organ editor). Has been with RKO 6½ years. First to use direct mail in industry. First to publish an employees house magazine "The Firing Line (1914)". First in business to effect national advertising tie-ups between commercial products, pictures and stars. A Direct Mail Leader for past three years. Speaker for many Ad Clubs. His work stands supreme as the shining example of good showmanship in print.



JOHN H. SWEET, Vice-President, Poor's Publishing Company, Wellesley, Massachusetts.

Born way up in Canada. Attended University of Manitoba where he didn't foretell his future . . . for he disliked English. In 1925 joined American Medical Association, Chicago, supervising biennial directory. In lull between issues—helped promote *Hygeia*—working among agents and schools, sending out renewal and collection letters and finally circulation building functions. In 1929 became Circulation Manager of *Traffic World*—responsible for all mail order promotion. There built reputation for solid, substantial result getting letters, finding time to add advertising solicitation duties and . . . circulation for *Business Digest*. December 1, 1937 joined Poor's and is now building sales by mail on 27 publications and services. Was active in Chicago Circulation Round Table; Secretary, then President, of Chicago Business Papers Association. President of Chicago Direct Mail Advertising Club in 1935 and Vice-President of Federated Advertising Club. Serious, sober . . . his easy-going manner disguises the mountainous volume of powerful direct selling he turns out.



RALPH CEDRIC BRAUN, Advertising Manager, Reliance Life Insurance Company, Farmers Bank Building, Pittsburgh, Pennsylvania.

Known as "Ced". Born in Pittsburgh, Pennsylvania, four decades ago. Educated in Pittsburgh public and high schools; Kiskeminitas Springs, Carnegie Institute of Technology and the University of Pittsburgh. Business career began in 1918 in Philadelphia Company, a public utility. Identified with Reliance Life in 1923. Organized its Advertising Department. Greatest contribution to Direct Mail was the origin of a pre-approach letter plan and made available to Reliance representatives in 1927. Since then has revised and enlarged it in keeping with changing conditions. Among 50 Direct Mail Leaders in 1934. In April, 1938 his revised Lead Service was incorporated into a sales portfolio entitled "Ten Keys to Better Selling". Awarded the Gold Palm by *The REPORTER* and last Fall placed in 50 Direct Mail Leaders. Also received certificate of excellence by the Life Advertisers Association. His Lead Service has helped to sell more than \$56,000,000 of paid insurance. His direct mail work is a credit to the two professions . . . insurance and direct mail. In which he is the most expert, we know not!



“YOU AIN’T MEETIN’ THE RIGHT PEOPLE!”

I have known Jay Jankowsky for a number of years as an energetic, likable, hard hitting advertising agency man—with a background of successful sales promotion experience in the retail field. But not until last fall in Detroit, when he addressed the M.A.S.A. Convention, did I learn that he is also a speaker and writer who packs the spark to put off the dynamite. I asked him to write about one of his pet themes. He has limited his formula to retail store salesmen application . . . but it could be broadened indefinitely. Your reporter presents Jay Jankowsky of The Mills-Wolf Corporation, Tulsa, Oklahoma.

ALL RIGHT, MR. BOSS OR MR. SALESMANAGER: So you know Mr. Merchant or Mr. Distributor?

You entertain him in royal style when he makes his trip to the market.

And you send flowers, candy, birthday and anniversary greetings to any of Mr. Merchant's or Mr. Distributor's family when the occasion arises. Your representatives have an unlimited expense account to further your efforts.

To supplement those good-will gestures, you have a good advertising campaign every season in the newspapers; maybe a national hook-up over the radio; the conventions are a success; your firm has a reputation for being at the top . . . has for years, and your product has consumer acceptance.

But you still “Ain’t meetin’ the right people!”

Why?

You’ve overlooked the greatest asset any institution possesses. The goodwill and friendship of the individuals behind the counters . . . the people who work for Mr. Merchant and Mr. Dealer!

After all, aren’t they the actual representatives for your firm? Of course they are . . . and always have been. But truly they are the neglected individuals who can do you the most good, now . . . and in the future.

Didn’t Mr. Elmer Wheeler of the Tested Selling Institute form a successful business by putting the right sentences in the mouths of the salespeople . . . those who determine the sale at the point of contact?

He discovered that the May Company was a progressive institution. The advertisements the store ran in the paper which Mr. Wheeler represented (The News-Post) were good ads; the buyers had done a good job and the store was a million dollar institution . . . properly located and with a reputation based on favorable dealings with the public for years.

What was wrong? The real control of the business of The May Com-

WHAT HAPPENS TO DIRECT MAIL?

MILDRED WEBSTER, Secretary of National Industrial Advertisers Association, Inc., 100 E. Ohio Street, Chicago, Illinois, has sent your reporter a 23 page report of a survey on the above subject.

This investigation involved a study of methods of handling mail in the offices of users of industrial goods, and of the reactions of buying influences within these organizations to direct mail promotional efforts. Its purpose was to develop information which might be useful in the building and maintenance of mailing lists and in planning direct mail advertising.

A questionnaire of fifteen questions so worded as to obtain positive information rather than opinions was mailed to 520 firms represented by membership in the National Industrial Advertisers Association, Inc. and Direct Mail Advertising Association, Inc. 277 firms returned the questionnaire.

The report is copyrighted but copies can be obtained at \$1.00 each.

The most interesting question:

Does all mail addressed to executives of your company reach them?

Yes 67.5%

No 32.5%

One question revealed that 92% of Purchasing Officials saved *all direct mail*, while engineering department voted 100%.

Ninety-seven per cent of all firms answering questionnaire indicated that they used Direct Mail in promotion of their own business.

It is a good report!

★ CARTOON IN HEAD

From superexcellent house magazine, *Long Lines* of Bell Telephone System.

SECOND GOLD PALM

THE JUNE 1938 REPORTER awarded a Gold Palm to Belnap & Thompson for their striking "Prize Book". The new 1939 issue has just reached us. We refer all readers to the



June article. Change the yearline, add several dozen superlative adjectives, including the words *better*, *more colorful*, etc. . . . and you will have the whole story without repetition here.

SILLY CUSTOMS

I RETURN HERewith CHEQUE NO. 202, drawn on The Chase National Bank, Pennsylvania Branch, in the sum of 38 cents, tendered in payment of Customs Duty and Sales Tax, plus 5 cents collection charge, on a quantity of advertising matter issued by you, and which is being held in the Customs Postal Parcels Branch under Manifest No. 4829.

The regulations require that all cheques received in payment of Customs Duty and Sales Tax must be marked by the banks upon which drawn.

Upon receipt of the cheque, properly certified, the advertising matter will be immediately released to the Post Office authorities for distribution to the addressees.

E. D. Lennie
Collector of Customs and Excise
National Revenue
Toronto, Canada

Reporter's Note: Above is part of lengthy correspondence over a small lot of subscription letters mailed to Canada. It all seems very silly . . . this business of having a customs barrier between Canada and the U.S.A. on sales letters.

pany was in the hands of eight hundred girls . . . salesgirls who met and represented the institution to the customers.

I have contended for years, that a much better selling job can be realized by any institution when it comes to the realization that a sound, logical and pleasant contact with the salesman is, after all, the most profitable course it can pursue.

And what is meant by that?

Suppose you and I are in Newark. A department store, Bamberger's, has a clothing department. We go into the department and ask for a suit.

Now a store selling clothing has salesmen, well-trained salesmen, to wait on us, as the purchase of clothing cannot be done by cafeteria methods. The salesman has already formed a mental picture of what I might possibly be interested in: he knows, by looking, my approximate size; whether I dress conservatively or not and about the price I would be willing to pay for a suit.

Then what does he do? He has Hickey-Freeman; Fashion Park and possibly Society Brand Clothes in my exact size. He chooses that brand *he likes best* to show me. We will assume it's a Hickey-Freeman suit. What an edge that manufacturer has over competition!

And how about other products? Doesn't it work out in the self-same manner?

Suppose I go along with you to purchase a radio. We go into a store whose stock represents several different manufacturers. You and I know nothing about the technical end of the construction of radios, do we? So you choose the exact radio the salesman likes himself. And I join in by telling you that "you have made a good selection; the cabinet is good looking and I like that electric-eye business. When the radio is installed in your home I want to come out and enjoy the marvelous reception with you and we both can listen to Jack Benny on Sunday night."

But you might say . . . well, our business is different. We build up a consumer demand on the part of the actual user. And then if a representative fails to stock our product he is the loser because we have educated the public to demand our product.

Let's grant that. You have an excellent product. There is an active consumer demand. But let me give you an illustration that will refute it.

Advertising is my business. I am continually on the questionnaire end of asking for advertised brands and mentally I record how well a manufacturer has covered his field. It happens I like Canada Dry Ginger Ale and Sparkling Water. On many occasions I have gone to outlying drug stores and grocery stores, as well, to buy the products. What's the answer?

"Sorry, we don't stock Canada Dry but we have Sloppy-Boppy's Brand."

He should have said: "Sorry, we don't stock Canada Dry . . . but we have Sloppy-Boppy's Brand because we make a hell of a lot more from Sloppy-Boppy's Brand." So in disgust I purchase some of the lousy stuff and go on my merry way . . . a converted Canada Dry user who won't stop at more than three places in one evening to try and locate the product I desire.

One day while working in the advertising department of the Stein-Bloch Company (clothing manufacturers) in Rochester, New York, I wrote six different store owners. I asked owners what they thought of the idea of putting on a campaign to educate the salesmen (his salesmen) of the way in which fine clothing was made.

One answer I received was this (almost verbatim): "I am convinced," said the store owner, "that my salesmen not only know nothing about your product but don't know anything about ninety-eight per cent of the products they sell every day."

What a chance to get the salesmen on your side! What an opportunity to have the best booster your business could enjoy anywhere . . . a representative on the selling floor . . . just waiting for an opportunity to boost your product because he likes it best. He is the King Pin . . . the final link needed to put your product in the hands of the consumer. Why? He has been sold on it himself. By whom? You.

Some day some manufacturer is going to ask me to design a campaign that will prove the most profitable thing he has ever done for his business.

And it's going to be done with Letters . . . *good direct mail*.

And it's going to bring him more results in two years than all the advertising his competitor has done for the past thirty years.

Because the campaign is going to be based on one appeal. Selling Mr. Store Manager's or Mr. Distributor's salesmen . . . the actual point of contact with the customer.

This campaign will be in a friendly, home-spun style. When a salesman has a birthday he is going to be congratulated on the occasion. When his wife has a baby, she too is going to receive felicitations. When he does an outstanding job in selling the product to the public he will hear about it. He will receive every encouragement, both educational and social, to induce him to do a better job.

Have you been overlooking your greatest possibility through all these years? Have you been neglecting the very source that can do you the most good?

If you have, why not try to keep in touch with your actual representative—your real representative?

Then maybe some day when YOUR VOLUME and YOUR PROFITS increase I can look you straight in the eye across your desk and instead of saying: "You ain't meetin' the Right People," I'll be able to say—gladly: "Swell job. YOU'RE GREETIN' AND MEETIN' THE RIGHT PEOPLE."

MORE DIRECT MAIL RULES

THEODORE R. NATHAN, assistant general manager of the Drier Hotels, New York, in an article in *World Convention Dates* for January, winds up with the following:

After mailing more than a million letters for the eight Drier Hotels, we have compiled a set of rules on "postal salesmanship" for hotel work. They follow:

1. The right letter without a folder will often do a better job than a letter with folder.
2. Enclosing a return reply order-card plus a reply envelope—both—will produce better results than either used alone. Some prefer the convenience of a card, others the privacy of a letter.
3. A one-page letter is usually more effective than a longer one.
4. Don't send out mass mailings on Fridays, Saturdays or the eve of any holiday.
5. If you use a two-page letter, have the first page end on an unfinished sentence that carries the interest over to the second page.
6. Envelopes may be either hand-written or typed. Results are usually about the same. Legibility is the important thing.
7. Sports and pleasure are always more appealing subjects to lead off your letter than the actual business of those to whom you are writing.
8. Two half-cent pre-cancelled stamps produce better results than a one-cent stamp.
9. Starting a letter by saying someone else suggested that you write, if true, increases its value.

Reporter's Note: The "experts" of course will not agree with all the rules. But it is good to have rules of some kind. Number one above has often been disproved by test. Lewis Kleid would not agree with number three, for he recently showed me a four-page letter which is pulling better than 10% for *Your Life*. The rest seem sound.

DIRECT MAIL CONVENTION IN SEPTEMBER!

THE TWENTY-SECOND ANNUAL CONVENTION of the Direct Mail Advertising Association will be held in the Hotel Roosevelt (Madison Avenue at 45th Street, New York City).



son Ave. and 45th St.), New York City, September 27, 28 and 29, 1939.

All persons interested in attending are hereby warned that New York will be packed during that period . . . and if you want a bed, you should send your reservation to Hugh Connor, Sales Manager of The Roosevelt.

Incidentally, if you want to see a fine hotel booklet . . . ask him for a copy of the one illustrated here.

The D.M.A.A. will hold a new type of conference convention. No commercial exhibits. Fifty Direct Leaders will be shown . . . but all other activities concentrated on a three day program of general sessions and departmentals. Details of program later. Many of the graphic arts groups will meet in "adjoining periods". The M.A.S.A. will be at the Astor, and the U.T.A. will be at the Commodore on October 1, 2, 3 and 4. The Craftsman will be at the Walford September 25, 26 and 27. It will be the biggest concentration of direct mail and graphic arts people ever attempted.

ANOTHER VOTE ON FORMAT

I SEND MY "VOTE". Some of us are getting older all the time and eye-sight isn't improving. I'd like the magazine much better if it were easier to read without "squinting". When I pick it up it looks as if it would be a hard job to wade through it for the nuggets of wisdom I know will be there. Hastily,

Ralph M. Eastman
State Street Trust Company
Boston, Massachusetts

WATCH WORD AGAIN

LAST MONTH, your reporter gave you the story of *The Watch Word*—excellent h.m. of the Elgin Watch Company, Elgin, Illinois. Here is an added note and an idea to file for next Christmas.

We reproduce cover of December issue. Note that two corners have been trimmed



to carry out idea of a package. Of course, all inside pages are likewise trimmed. An interesting and attention-getting treatment.

HOW TO START IN BUSINESS!

I AM SURE the enclosed example of direct mail produced excellent results if mailed to all the paint companies.

Do you think if I sent a letter to a list of millionaires stating that I should like to start a bank with a capitalization of \$1,000,000 but had no money to invest, and if I didn't sign the letter, that I might get equally good returns?

Ideas are so scarce I thought you would appreciate receiving this one.

E. J. Sirmay, Adv. Mgr.
The Tropical Paint & Oil Company
Cleveland, Ohio

The letter received by E. J. S. was poorly typed at top of plain sheet of paper—and was unsigned.

The Tropical Paint Company
Cleveland, Ohio.

Dear sirs:

I would like to make you a proposition. I would like to open a paint store in Schemectady, but have no money to invest. If you would like to open a paint store in this town, I would like very much to operate it.

I have had experience selling paint.

Should like to hear from you.

Yours truly,

A QUESTION ANSWERED

HOW MANY MAILINGS ARE PROFITABLE IN ANY CAMPAIGN?

AT WHAT POINT does the law of diminishing returns operate severely enough to warrant discontinuance of a campaign—after the fourth, or fifth, or sixth, or third, or ninth mailing? There is some difference of opinion in our company as to whether any mailing is profitable after the third, in cases where mailings are about a week apart.

Here is our question more explicitly: We are planning to take one state in the Union and address all dentists in that state with literature and a letter on a new oral antiseptic we have brought out. In that letter we are telling them that within a week or so we shall send them one dozen one-ounce samples of this antiseptic for use in their offices and with patients. The sending of these samples constitutes the second mailing, and will go a week after the first.

Two weeks after the first mailing we shall send these dentists another letter, enclosing a business reply card which, by signing and returning, will enable them to get a regular trade package of one pint of this antiseptic without charge. The fourth mailing, to go out two weeks later, has been tentatively planned, and it is regarding the probable value of this mailing that brings about the various differences of opinion. In the form in which this fourth mailing is made out, it does not make any further offer of free merchandise, but it does make an effort to recall to the dentist's mind the material that has been sent him, reminding him of the product, its name, the looks of the package, etc., by giving him enough pictorial material for him to get these facts without spending too much time in reading the mailing.

Our question is: Is this fourth mailing worth the cost? Obviously, it will not cost so much as the other three mailings.

STANLEY MORRIS
The Upjohn Company
Kalamazoo, Michigan

Reporter's Note: Statistics on this problem are hard to get—though we have seen figures indicating increased returns on 5th or 7th mailing. Dentists, like physicians, are creatures of habit. They use and prescribe drugs and antiseptics taught to them at college and which they know intimately from experience. They are loathe to try and adopt new products.

Your campaign should consist of a sufficient number of pieces to overcome this resistance.

Since the first three mailings get the product and literature into the dentist's hands, it is patent that additional mailings would be required to get him to use the product in his practice. But the balance of the mailings should be evidential material—testimony as to the efficiency of the product from recognized authorities or well-known dentists. How far you can continue the mailings depends in the final analysis upon how much you can spend per name to gain acceptance of the product.

In the case of X, a sedative preparation to prevent the forming of drug-habit, 36 mailings were used, including letters, broadsides, booklets, folders and a house magazine.

Your reporter feels that in your case a fourth mailing is necessary to recall the earlier mailings and the product, with a convincing and persuasive appeal for its use.

As a direct mail expert once said: If you are sure your prospect is worth selling, and he has money to buy, keep him on your mailing list until you have heard he is dead.

D CRITICISING A LETTER

Your reporter was asked to criticise, or express an opinion on a 2-page letter sent to 5500 people, which pulled only five inquiries.

We don't have room to reprint letter. It was well written by a local insurance man who asked in first line—"Will you help me bring a world's record to Highland Park?" It tells about the campaign to "put it across."

Here is the letter your reporter wrote to the Director of Publicity who wanted to know what was wrong!

"The reason for the failure of the 'record' letter is obvious. The letter is entirely and 100% selfish. There is not a thing in it that shows the recipient what benefits he can get out of this promotion. It is true that there is a little selling talk in the folder, but that is pushed out of the way in just one small paragraph . . . as an incidental. I don't believe that the people in Highland Park care a darn whether the world's record for writing the largest number of life insurance applications goes to Highland Park, California, or Garden City, Long Island. I know that as a resident of Garden City, Long Island, such an appeal would not phase me in the least and I doubt very much if you could get very excited about it in Helena, Montana, unless you were a bridge playing associate of the man who wanted to make the record. He surely couldn't play bridge with 5500 people. The five cards returned were probably from his bridge associates, or at least from the kibitzers.

All information about the time this fellow had to get up in the morning and how many hours a day he had to work is of no interest whatever to the prospect. I don't believe that the letter could be rewritten because I think the whole plan is wrong."

P.S.—As Bob Orr would say: the letter was a good example of effusions of a self-appreciative ego-centric.

VARIETY CRACKS RADIO DIRECT MAIL

From December 14th issue of *Variety*

Stations' Direct Mail Is Clumsy

Of all the material sent to *Variety* for aiding judgment in making showmanship awards, the frowsiest by far was station direct mail sales promotion (including brochures, etc.). While the intention of stations in sending this dope to agencies, etc., was and is laudable, no diagnosis of the stuff itself can fail to be tinged with acid. It isn't showmanship. It's kindergarten.

The direct mail stuff has color, photos, photos, verbiage and figures. In fact, it has everything except promotion. Shortcomings may be boiled down as follows:

1. Most stations use direct mail to run down their competitors. Hence, it is not unusual to find the competitor getting more indirect plugging than the originating station itself.

2. Typography and photos are of such calibre that they should not be examined after mealtime.

3. Language and phraseology are in English, but not of the sort commonly employed in the lucid transmission of ideas.

4. Forceful points fail to stand out because they are buried under a welter of sub-points and miscellany.

5. Laudable attempts at creating a character for the stations and their operators are flops because the promotion pieces fail to have character.

6. Surveys and maps are included which fail to make sense unless accompanied by an interpreter in person. One station sent out a list of station preferences which actually showed as big a percentage of 'no preference' votes as all the preferences combined. At face value it seems to mean that all the stations in the town are asleep.

Such bumbles are seemingly caused by two misconceptions on the part of the promotion-senders: (1) they fail to hire professionals, thus wasting coin on home-made valentines; (2) they draw no distinction between printed media and the stuff which Uncle Sam will deliver at 1½¢ a throw. In direct mail a piece stands on its own. There's no text to save it, as in trade papers. A flop is simply resounding. From the samples on hand, the stations would do better to engage professionals, or lean on the kindly arm of accompanying editorial text. Intentions are laudable, but execution is awful.

Your reporter has not seen the material received by *Variety*—but our experience is the opposite. All three major chains produce excellent material and aid their affiliated stations. We have seen many good local station campaigns. Could it be that *Variety's* editorial is tinged with a desire to bolster trade paper advertising at the expense of direct mail?

Those days should be gone forever!

REPORTER BARRED FROM MAIL!

OF ALL THINGS!

YOU ARE HEREBY NOTIFIED in accordance with advice received from the Solicitor for the Post Office Department that the nude illustrations appearing on page 20 of the December, 1938, issue of your publication render this issue of the publication un-mailable under Section 598, Postal Laws and Regulations, 1932.

Therefore, no further mailings of this issue containing the nude illustrations referred to should be made by you and your cooperation in this respect will be appreciated.

Albert Goldman, Postmaster
New York, N. Y.

Reporter's Note: At first we thought above letter some kind of a joke, but after considerable correspondence, the Solicitor's office refused to countermand order . . . so the extra copies of the December issue of the only magazine devoted to the use of the mails was barred from the mails. We were told that we were reported by a "competitor". Didn't know we had one. We were simply reporting a successful direct mail piece. Thousands of the original had been mailed some time ago. The printer who produced them tells us:

We had no trouble with the original mailing of the Continental Scale folders. However, this year with a mailing of a similar nature, the Post Office objected mildly but finally mailed it for us.

There doesn't seem to be any definite policy on the part of the Post Office regarding this and the postal clerks who have jurisdiction seem to go by a rule of thumb in accepting or turning down mailings of this nature.

The Post Office officials well know that this reporter is opposed to the fraudulent or indecent use of the mail. The last two issues of a famous weekly magazine have carried pictures more naked and seductive than the spritely little scale piece. We think that this whole thing is silly . . . and doesn't deserve the space, but thought you all might like to know that your December Reporter is contraband . . . must not be shown to the children . . . and must be spoken of in whispers. Ho hum!

HELP

THAT'S A GOOD NAME for a new house magazine . . . so we welcome Vol. 1, No. 1 of "*HELP . . . for busy business men*" issued by the John L. de Brueys Advertising Agency, Houston, Texas. Interesting reading. One page. Illustrated. Mimeographed.

GOOD SAMPLING!

SEEMS LIKE *your reporter* is using too many "good" headings and comments in this issue. We may endanger our reputation as a critic.

Harriet Raymond, Advertising Department of Celluloid Corporation, 10 East 40th Street, New York City—sends four pieces which constitute current campaign for their Lumarith Protectoid packaging material (transparent). One piece . . . a single 8½x 11 sheet printed on one side. Tipped over full page . . . a sheet of the product itself. Heading:

YOU ARE READING THIS THROUGH Lumarith-Protectoid

The Transparent Packaging Material
Rest of page tells the story. The last "hook" paragraph is good, too:

You've been looking through LUMARITH-PROTECTOID . . . now look into it . . . thoroughly. Put the ball in our court, that's what the business reply card is for. Have your secretary fill it in and mail it now!

Direct Mail is the most flexible advertising medium in the world. Most of the users of it have not begun to scratch the surface of its possibilities . . . from a sampling standpoint. Nothing is more convincing than a good sample if the product is good. "Your business may be different." You may not be able to show an actual sample . . . but you may be able to give the illusion of a sample . . . by a miniature, by cut-out, by some devices which gives the impression that you have nothing to hide.

Added Note: Nearly forgot to congratulate Celluloid Corporation for using a pop-up folder as one of the pieces in this campaign. Remember who to call . . . if you hear from any patentee!

THE POSTMAN IS HONEST!

JIM FARLEY can be proud of his boys. They're honest. A dollar bill clipped to an ordinary business reply card was received intact and in place by Science News Letter, weekly magazine published in Washington, from a subscriber in Glenndale, Maryland. The card was one day in transit. It bore on one side, with an arrow calling attention to it, the writing, "One Dollar Attached."

"It proves the integrity and honesty of the men who handle the mail" J. M. Donaldson, deputy first assistant postmaster general, declared. This may be forerunner of new technique in mail order sales. But envelope manufacturers would sure rise up in protest.

FOOD FOR THOUGHT

By BURTON G. KELLOGG

Food for Thought is the appropriate name of the House Magazine issued and edited by Burton G. Kellogg, President, The Kellogg Service, 551 Fifth Avenue, New York . . . Food Sales Consultants. There has been so much fuss about the censorship of advertising . . . that Mr. Kellogg's sane analysis of the situation in his December issue . . . should have wide reading. It is a pet peeve of your reporter that those who howl the loudest against censorship or control of advertising are those who want to continue "getting away with murder". Censorship or "laws" will not affect the honest advertisers who still believe in the old fashioned custom of telling the truth.

But, go ahead, and enjoy Mr. Kellogg—

YOU HAVE UNDOUBTEDLY SEEN the recent agitation in the press about Mr. Thurman Arnold's indictment of advertising. Mr. Arnold, who is Assistant Attorney General of the United States, issued an opinion in a court case to the effect that advertising, as practiced by Big Business, tends to be monopolistic. Manufacturers with lots of money to spend for advertising, he said, have an unfair advantage over their smaller competitors with little or no money to spend. Advertising, therefore, should be controlled for the protection of the little fellow.

National advertising immediately took alarm. A number of its leaders attempted to refute Mr. Arnold's statement with sarcasm. Others took refuge in ridicule. The people at large, however, regarded it as another direct evidence that the New Deal is working for the benefit of the small businessman.

Mr. Arnold's remarks can neither be laughed off nor answered by bitter invective. There is too much truth in them for ridicule, and too much dynamite for argument. In many cases, we lend stature to an opponent by attacking him.

Regardless of what you may think of Mr. Arnold—or the Administration back of him—you must admit that the approach is sound. The surest way of winning public approval is to help the little fellow. And that has been the keynote of the Administration's policy right from the start. Every proposed reform, whether right or wrong, has been dedicated to mass interest. As long as the President continues to appeal to the public in terms of personal security in business and in living, the people will be behind him. It's the same old story and it always works. Politics may come and politics may go, but people will always want to get as much as they can for themselves and their families.

THE MORAL TO BE LEARNED

The food business could learn a lot about mass emotion from the New Deal. Advertising men talk much about "emotional appeals", but what comes out is too often nothing but empty showmanship. We have Mae West and Charlie McCarthy; sex and Shirley Temple. People get a free cereal bowl with their breakfast food, and a ventriloquist's dummy with their coffee. They have everything in the world to entertain them, but very little to sustain them.

If the Administration relied upon such tricks to win the sympathies of the public, it wouldn't get beyond the curtain in the voting booth. But the Administration is wiser than that. It appeals to the masses in pocketbook language—in terms of self-interest—which, after all, is the only sound approach to human beings.

Showmanship—entertainment—dramatic appeal—call it what you will—is a valuable tool in attracting attention. It is the meringue that covers the pie. But don't forget there must be something substantial underneath.

Let's recognize one reality to start with: the pocketbook appeal to the masses is here to stay. We are in an era of protecting the public—the small business-man and the great American consumer. It's in the air everywhere. Once we face this fact, and do something about it, there will be little to fear from Mr. Arnold, or those who will surely follow him.

As a matter of fact, it is a very sound business practice, one which many manufacturers have already found highly successful. A broad public relations program, conceived in the interest of consumers, dealers, and employees, leaves no room for criticism by Governmental protectors of public welfare. It benefits everybody concerned. As economic and social conditions improve, so does business. And so do your sales—in direct proportion to increased consumer buying power.

LET'S START WITH THE CONSUMER

The answer is to meet the masses upon all fronts. Give the woman who buys your product facts about it which will show her how she can use it and still be money ahead. Teach her how to make her housekeeping money go further, how to budget, plan and buy.

Give your dealers specific help with their selling problems—facts on bookkeeping, inventories, merchandising, store management—anything and everything which will help them make more profit from retailing. Many of your own retailers are among the “small business-men” whom the Government is trying to protect. The more you do for them voluntarily, the less you may be compelled to do; and the more you will gain their good will.

Your employees are “small business-men”, too. If more large firms had instituted employee-benefit plans long ago, it would have been unnecessary for the Government to put through pro-labor legislation that may work out to the disadvantage of the employer.

WE ARE READY FOR IT

Kellogg Service has seen the handwriting on the wall for a long time. We have spent a great deal of time and money on working out ways to meet this new-but-old approach to the public. In doing so, we have developed a vast amount of factual material about the food business, relating to all the people involved in food distribution—the manufacturer and his employees, the wholesale grocer and his salesmen, the retailer and the ultimate consumer. We have gained an insight into the desires and reactions of these people because we have had direct dealings with all of them.

For more than sixteen years, we have been actively engaged in the management of large restaurants and retail food stores. The facts we have accumulated are based on first-hand experience. They make the soundest kind of advertising material, because they spring from the needs of the people you want to reach. And they do not preclude advertising showmanship. Your copywriters and art directors can add all the window-dressing they like—the more the merrier. We have no quarrel with showmanship as such. But we know from experience that showmanship alone is not enough. Sink your story deep into the desires of the people, help them to help themselves, and you will have no more worries about a different advertising appeal every year. Your approach to the public will be basic and enduring. Your sales-curve will go up and stay up.

NICE TIE-UP!

INDEPENDENT PNEUMATIC TOOL COMPANY,
600 West Jackson Boulevard, Chicago, Illinois, manufacturers of Thor (Trade Mark) Tools, sent out a 12 page, 8" x 11" booklet, advertising its new *Drillmaster*. Good showmanship by tie-ing it up logically with



the current feminine symbol for a *drill master*. Other views of girl on cover appear throughout the booklet.

LUCKY NUMBER BLOTTER . . . OBLIVION OF EQUALITY!

JERRY FLEISHMAN . . . indefatigable house magazine editor and advertiser of Baltimore . . . sent out a blotter mailing headed: "There's a lucky number

under
this
seal
for
you"

A gold seal is pasted over a narrow strip of paper. Of course, we pulled it up . . . and there was Jerry's telephone number. For those who didn't use the number, Jerry printed a perforated return card at bottom of the blotter.

Part of his sales talk deserves reprinting: "Saw a phrase the other day in one of the publications that come to my desk that struck me as being tops.

"You don't have to live on the other fellow's level," the paragraph read. "With better style in your advertising, you will not suffer the oblivion of equality."

The oblivion of equality! Gee, that's good. Mailing pieces by the score come to me—as they do to you—but, in the large, they are about equal and get equal notice, if any.

The *personalized* piece—the thing that is a bit better or a trifle out of the beaten path—commands *interested attention*.

It rises above the level of equality."

Printed in minute type at bottom, *your reporter* notices the line—"This lucky number idea is a Jerry Fleishman conception. All rights reserved." Please don't enter the patent ranks, Jerry.

RATES OF POSTAGE A HUNDRED YEARS AGO

THE CLEVELAND DIRECTORY COMPANY reprinted the 1938 Cleveland Directory as a sort of centennial souvenir. They used special paper to imitate the spots and other evidences of age that show up in one hundred year old paper. The whole thing is very interesting, containing advertisements for livery stables, canes, incorruptible dentures, parasols and umbrellas, as well as musical instruments. Some of the general material made quite intriguing reading, too.

What specially interested us was the rates charged for postage at that time. Note particularly that letters were charged with postage according to the distance they traveled. The rates were mighty high, too. Melicent Fuller thinks that "double letters," "treble letters" and "quadruple letters" probably refer to double, treble, and quadruple the weight of the ordinary letter. Whether she is right or not, we don't know. Now take a squint at the rates.

"On Letters.—6¼ cents for any distance not exceeding 30 miles; 10 cents, if over 30 and not exceeding 80 miles; 12½ cents, if over 80 and not exceeding 150 miles; 18¼ cents, if over 150 and not exceeding 400 miles; 25 cents, if over 400 miles. Double letters are charged double, treble letters, treble, and quadruple letters, quadruple these rates. Postage on heavier packages in proportion.

"On Newspapers.—Not carried over 100 miles, or for any distance within the state where they are printed, one cent each. If carried over 100 miles, and out of the state where they are printed, one and a half cents each.

"Periodicals, Pamphlets and Magazines.—Carried not over 100 miles, one cent a sheet; carried over 100 miles, two cents a sheet. Those not periodicals, 100 miles or less, 4 cents a sheet; over 100 miles, 6 cents a sheet.

"No deduction will be made on postage on letters charged double, treble, or quadruple, unless they are opened in the presence of the postmaster, his assistant, or some one belonging to the office."

Reporter's Note: The above taken from the always interesting house magazine, "The Curtis Courier", of Curtis 1000, Inc., Hartford, Connecticut, edited by the dean (or something) of h.m. editors, The Right Honorable Thomas Dreier—who is the latest member of the ever growing Florida colony of advertising sun worshippers. Long sentence, what?

THE GENIAL CLOTHES BANDIT

IT HAS BEEN a long time since *your reporter* commented on a mailing by Ed Day, of 325 E. Market Street, Akron, Ohio. Ed Day is the one man, so far as we know, who has built a fine business by negative or *reverse English* advertising. It is dangerous—but it has worked for Ed.

His latest letter bears a picture frame indented at top left. Inside the frame is a black silhouette of man with hat (could be anyone). Individual's name typed in border at top of frame. The letter reads:

Just as a reminder to the gentleman whose picture appears on the left.
My records show that he made his last purchase on—
July 34, 1776

Might I, with great humility, suggest to this gentleman, that if he will present himself at 325 E. Market St., with his Social Security Number, his Auto License, and his Unfit-for-Work Certificate, and insist on buying a new Suit, Top-Coat, or Overcoat, and after strict examination, I find that he really is in need of one or more garments, it is possible that I might be bribed, or persuaded, if caught in a weak moment, to allow him to select one or more garments that would prove to be a credit to both of us. Under a recent ruling of the Supreme Court, I am not allowed to mention the very low prices of these garments, which start at \$27.50—The Woolens represent some of the finest of Domestic and Imported creations it is possible to get. This low price of \$27.50 is made possible thru our tremendous "No-Volumn" business, and the extreme need of ready cash. These garments are made to your individual measure in the model that will make you look your best.

I have just received 40 beautiful stolen suit patterns, that would sell anywhere, even in ready-made, for at least \$35.00 or more, but which, on account of the low purchase price, I am tearfully and reluctantly offering for \$29.50 for the suit. Limited to no more than six suits to each customer—(Don't crowd, boys).

Suits, Top-Coats and Overcoats.....\$27.50 and up to \$65.00

For evening wear—Full Dress and Tuxedo Suits...\$43.50 and up to \$75.00

You don't have to worry about parking here. There's plenty of parking space and it's FREE. During the month of October we will discontinue stripping customers' cars of accessories that are parked here. This service will be continued, however, after the November elections, with several added features.

Style note—Trousers with patches on the seat, and holes in the toes of sox, will again be popular this Fall with the style conscious men of both political parties.

says

Ed Day

"The Genial Clothes Bandit."

PROMISE YOURSELF FOR THE NEW YEAR

- TO BE SO STRONG that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look at the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best and expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have not time to criticise others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

IN OTHER WORDS, BE AN OPTIMIST

Owen Taylor, of Owen Taylor Associates (financial counsel), 95 Broad Street, New York, sent out the above copy multigraphed on their letterhead . . . as a holiday greeting.

HOW IS YOUR FOLLOW-UP

A REPORT FROM MAIN STREET

YOU MIGHT ALSO BE INTERESTED in an experience my wife has had, illustrating, as Earl Buckley would say, the No sales Theory of direct advertising.

It all started with an "Armco" advertisement in Saturday Evening Post featuring stainless steel dining room holloware. This struck my wife as a practical thing to use every day in place of silverware. Therefore she returned the coupon with a letter, the coupon requested information on Armco products in general but we wanted information on the table service only.

Act. II. Within a few days we received a booklet "Should husbands keep House?" This a beautiful booklet—interesting too, if you want to know all about stainless steel—but never a word about such common things as knives and forks.

However you will note on page 16 a small illustration so they really make them so maybe they want to sell them. You will note on page 17 that there's a request for you to return a card that was enclosed, if you wanted prices and further information.

Maybe they misunderstood the first time, so back went the card. Once again with a specific request for information on table service.

Act III. In about a week we received a letter pointing out that the American Rolling Mills did not distribute all of the products they manufacture. Therefore our inquiry was being referred to one of the distributors,—no doubt we would hear from them shortly. Otherwise not the least grain of information.

Act IV, Finale (One month later). Saturday we received the enclosed letter. You will note we are referred to several Department stores, the closest one 250 miles away. There's also a beautiful folder describing tea sets and the like. Still not a word about knives and forks—no description, not even a hint as to price. Of course they point out we can order anything we want by mail from the stores, sight unseen, and cost no object.

Epilogue: We're still interested but no one wants to sell us anything. And some would blame it on direct mail.

ROSS G. KITCHEN, Adv. Dept.
Hardware Mutual Casualty Company
Stevens Point, Wisconsin

Reporter's Note: Advertising is bogged down with bigness. Less advertising and more follow-up might be good for business. Some time ago, *your reporter* caused inquiries to be written to *all advertisers* in the seven leading national magazines. The results were so astounding and discouraging that we didn't have the heart to write a report.

There wasn't really one satisfactory answer in the whole lot. Poor letterheads, terrible letters, shoddy packages of samples, atrocious circulars. It is too bad! Advertisers and agencies still plan their pretty pictures and fancy words for the magazines, but forget the *point of sale*. Norman Taylor told the whole story in a paragraph (see page 19, August Reporter).

Let's recognize the truth about advertising—its success must begin out on Main Street—at the far end of the line. Success comes to us—not from us. Good advertising should reach its highest point of potency out where the sale begins. Our thinking and our planning should begin at the end, not at the start of the sale.

What good is advertising . . . what good is good will . . . if it doesn't result in a sale? Every sales executive should check periodically the correspondence of those who *answer inquiries*.

Here is another case just received from Main Street.

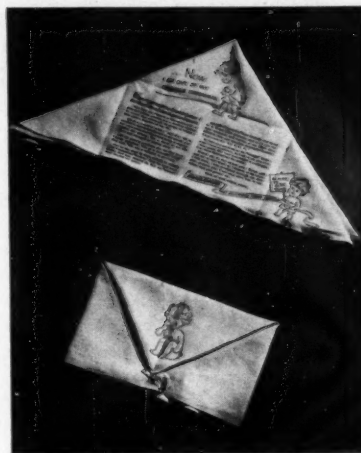
The Bon Marche
4th and Pine
Seattle, Washington
Gentlemen:

November 14, 1938

About five weeks ago you may recall that Mrs. Blank and I looked at a living room suite which you described as Style No. 221, super-down, fawn color. The price, as I recall it, was \$225.00 for the two pieces. If I am correct in these figures, will you please let me know what additional amount would be required for the freight charges so that I may send you a check, as we should like to purchase the two pieces. I

MR. BAMBERGER . . . PLEASE NOTE

Your reporter received a package tied with butcher string, addressed in feminine hand and marked personal, from Miss Jean Sinclair, 20 West Jackson Boulevard, Chicago, Illinois. Within the outer wrapping was a second wrapping—white tissue paper, tied with baby blue ribbon—and within the tissue paper was a folded piece of diaper cloth.



Opening the first fold, there is a safety pin. With the pin removed, the diaper opens into a triangular shape, as shown in illustration.

Copy printed on the cloth indicates that *Building*, The National News Review, 20 West Jackson Boulevard, Chicago, is announcing its first birthday. Out of diapers. See?

Opened again . . . there is more copy, tying in with the infant or "growing up" theme.

TRANSPARENT MOVIE PROGRAM

HOW WE GET AROUND . . . WITHOUT MOVING. A reader in China wanted to know if we knew anything about transparent movie programs (readable by audience if held toward light from screen). Not knowing about it, we asked the fountain of wisdom and stunts, Leon Bamberger of R.K.O. He didn't know either but wrote to London, England, where the idea supposedly originated.

No mystery at all. Whole thing printed with ordinary printers ink on *waxed paper* from a reverse cut. What effect this development will have on either the theatre or the printing industry . . . we know not.

TWENTY PERCENT REPLY TO COAL OFFER!

AT FIRST I felt just a little resentment when my old friend Postage and Mailbag came to me all dressed up in new clothes and with a new moniker.

But, now that I have sort of got used to your new soup-and-fish, I believe I'm going to like you as of yore.

Thought you might be interested in a sales-letter sent out last month for one of our clients, which got rather exceptional results. Of course, the client and everybody else thought it was too long! However, despite its length, it did a remarkable selling job. (I had maintained that a shorter epistle could not cover the subject.)

The letter was sent out to 1000 owners of coal stokers, by a firm which had never previously sold stoker coal. Two hundred owners accepted the offer and 150 have since become regular customers. (Ask any coal dealer what the addition of 150 regular customers would mean to his business!) Up in this country the average coal consumption is 7 tons per season. Multiply 150 by 7 and you can see that this letter paid its way out—and did it quickly and handsomely.

Incidentally, if Mr. Egner should happen to analyze this epistle, I think he would recognize the technique.

Josiah F. Price

Price-Gourlay Advertising Agency Limited
601 Dominion Bank Building
Vancouver, B. C., Canada

Reporter's Note: Wish to we had the room to print the excellent three page mimeographed letter. It is really mail order copy applied to selling coal. A perfect example of Picture—Promise—Prove—Push. Congratulations.

COURAGE IN ADVERSITY

Your reporter just received from Vienna, Austria, an unusual series of 4" x 6" post cards. Cartoon illustration at top of each, multigraphed message below. Purpose: to obtain a position in America for an Advertising Man who will soon be a *refugee*. Twenty-four cards in all. Six mailings to important organizations in United States. On each mailing, four top executives in each firm addressed with different type of card—but same appeal. There is an idea. Simultaneous mailings of different copy to company executives to create interchange and to foster comment. I hope our Austrian friend lands the job he rightly deserves.

presume the amount stated is the cash price.

Please let us hear from you when convenient.

Very truly yours,
A. B. Blank

The answer that muffed the sale:

Mr. Blank
Helena, Montana
Dear Mr. Blank:

It was quite gratifying to hear from you and we had a meeting with our Salesmen, as an example of what can be done, also it is a pleasure to have someone appreciate good Merchandise.

We can handle this for you practically anyway you would like us to.

We pay the Freight to Helena, Montana and the only item you will have is the delivery from the Warehouse to your Residence.

Trusting this will answer your letter and with best wishes for Christmas and the New Year.

Thanking you, and best regards, I am

Yours truly,
The Bon Marche
By

These are not extreme examples. We recommend that all readers of *The Reporter* investigate the skeletons of lost sales in their own business closets.

A SALUTE TO HENRY MORGENTHAU

Your reporter salutes one of the best and largest direct mail users in the United States. In short, The United States.

For those who may not have received one of the twenty million carefully individualized and signed two-page multigraphed letters, we give you the copy:

About three years ago the Congress authorized the issue of United States Savings Bonds. The legislation was prompted by demands from the public for this type of Government security and by suggestions from investors over a long period of time.

Since Savings Bonds were designed to afford safety and a fair return to the average investor, we have endeavored to bring them to the attention of the general public. Experience has proven that the most effective method of reaching large numbers of potential savers and investors is through descriptive literature which is attractive, easily read and understood. With this in mind we have prepared the enclosed material which I hope you will find interesting and valuable.

United States Savings Bonds are now treasured possessions in more than a million and a quarter American homes. At the time of the present writing there are outstanding in maturity value of these little bonds more than a billion and three-quarters dollars. It is evident that they are filling a need which was long overlooked and neglected.

In the belief that you are entitled to know all about Savings Bonds so that you may take advantage of the offering if you so desire, I am addressing you directly on the subject. Should you wish any additional information your inquiries will receive prompt attention if you will write to the Division of Savings Bonds, United States Treasury Department, Washington, D. C. Your criticism and any constructive suggestion you may desire to make will be gladly received.

Reporter's Note: We doubt if copy could be improved. Direct mail producers should read that second paragraph carefully. If you don't know what to do with it, you don't deserve the help it hands you on a silver platter.

Enclosed with letter, a convenient order form envelope with full instructions.

Fred Stone should elect Henry Morgenthau immediately to membership in the Hundred Million Club with *cum magna laude* rating!

YOUR REPORTER TAKEN FOR A RIDE!

THIS RACKET BUSTING BUSINESS is tough! A recent issue of *Mail Order Journal* takes up the patent situation started by this reporter last April . . . but on the other side of the fence.

Their front page article starts with this debatable paragraph:

"With opinion fairly evenly divided, the argument as to whether or not any mailing piece should be considered patentable appears to have gotten its second wind."

I don't know what they mean by "evenly divided"—since the only ones opposed to our effort to clean up the racket in direct mail patents are the relatively few holders of patents . . . while on the other side are the great mass of legitimate producers and users of direct mail.

Mail Order Journal prints a letter received from Harry Latz.

To me the activity of Henry Hoke against his so-called 'Patent Racket' is quite astounding!

If his thoughts are sound, what is the need of The United States Patent Office? Or the Patent Departments of any other nation in the world?

A man creates something new, something useful, something helpful. It might be an advertising device, a motor or a life-saving instrument. The inventor spends time and money and possibly goes without the necessities of life to perfect his brain-child. He seeks the only protection he can get—a PATENT. The Patent Office decides that the creation is new—is an invention and a patent is granted. Ofttimes the inventor merchandises his creation, strives to prove its usefulness and value—gives the world something new—then seeks his reward through royalties or the profits possible to an exclusive producer.

Henry Hoke states that these payments, these rewards to an originator, constitute a 'racket'!

I've had my experience. I've originated various devices, applied for patents and secured some. I've shown hundreds of advertisers how to get more business through the proper use of these devices. I've had employees learn the 'works' and then walk out and start as competitors, their entire stock in trade being the originations they 'lifted' from my business. I've had non-employees . . . advertising firms and advertisers copy patented devices without permission. According to Hoke this is according to 'Hoyle' and perfectly O.K. and nothing should be done about it."

In the August issue of the *Reporter*, we told Harry Latz (who lost his patent case) these things:

I'm glad that you lost that suit. And so are you! First, because it is the opening wedge in cleaning up a serious sickness in the industry you like so well. Second, because now that you are free forever of the job of watching out for "infringers" you can devote all your time to the creative selling genius you so undoubtedly possess.

I like the advertisement you ran after the adverse decision. "No one can produce a Latz letter like Latz." That's the truest statement you could make. Bill Kier, Homer Buckley, Bob Ramsay, Victor Eytinge and others were playing around with individualizing when you and I were going to school. You created a variation of a style, not a patent—a distinctive Latz style—just as distinctive as the Jack Carr type of copy. You can be imitated—but never excelled.

So let's stop worrying about patents. No court in the world, legal or advertising, can invalidate your exceptional and tremendous ability. Good luck always.

Harry Latz and other patentees would show better taste if they would let the case rest with those words . . . in which we were "letting them off easy."

The article in the *Mail Order Journal* disregards the basic, fundamental idea . . . that most, if not all, of the patents in the direct mail field are simply adaptations or variations of *old ideas*. Direct mail is not a mechanical science. Printing, folding, die-cutting, individualizing, pop-ups, windows, attached enclosures . . . are all old "arts" of the printing industry

Prescription for Profit

In Social Work Publicity

- R**ec 10 Human Interest
(to warm the heart)
zII Honest Reasoning
(to clear the head)
gr. 3 Attractive Printing
(to catch the eye)

If applied frequently will strengthen patient's generosity and increase his flow of sympathy, thus causing the painful symptoms of hard-heartedness and tightwaditis to disappear.

EDITH D. LASHMAN, of the Jewish Children's Home, New Orleans, Louisiana, presided over a small, but enthusiastic gathering of social service workers at D.M.A.A. Convention in Chicago. Your reporter thinks the little slips passed out by Mrs. Lashman contain a condensed report of value to all who use direct mail. Reproduced actual size.

POST OFFICE PUSHING!

THE FOLLOWING ITEM taken from Postal Bulletin indicates that the P.O. is definitely going out after business.

"It has been brought to attention in connection with the campaign to increase the use of the postal facilities that certain hotels and restaurants make available to their guests souvenir post cards and encourage such guests to address the cards to their friends and acquaintances and deposit them with the management for mailing, the hotels and restaurants paying the postage on the cards. It is said the practice not only creates good will on the part of their guests but constitutes a profitable advertising medium for the hotels and restaurants.

This idea is well worth passing along, not only to hotels and restaurants generally but to chambers of commerce, tourist bureaus, department stores, etc., likely to be benefited by this form of publicity. It is suggested, therefore, that postmasters contact the management of such establishments with the view of having them give consideration to the adoption of this friendly practice, which, as indicated, will not only redound to their own advantage but incidentally will increase the postal revenues.

TO STOP PHONEY REPLIES!

THE POSTAL AUTHORITIES should be prevailed upon to do something drastic about the practice of numerous moronic individuals who seem to think it very funny to mail in business reply cards or envelopes and to write in fictitious names and addresses,—or names of other persons.

It's not the irksome fact that postage must be paid for these "Phoney" replies but what is most galling is to have to send follow-up salesmen out on "Fool's errands" and have their precious time wasted as well as expense for fare or gasoline.

I maintain it would be a rather simple matter to put a stop to this vicious practice. All that would be necessary is for the Postal Authorities to inaugurate a campaign that would plainly inform the public of the consequences involved if caught using the mails for such a fraudulent purpose.

I also maintain it's to the interest of all of us in this business that something be done to stop this practice and, most naturally it's up to us to influence the Postmaster so that he can start this drive in earnest.

L. D. Brandt
Sales Promotion Department
Davega-City Radio, Inc.
76 Ninth Avenue
New York, N. Y.

Reporter's Note: This suggestion is being forwarded to Post Office authorities. The only thing they could do . . . would be to release publicity making it known that misuse of the so-called C.O.D. reply envelope is fraudulent. Let's see what they say!

CREATIVE ARTISTS 1939

CONGRATULATIONS to Sackett & Wilhelms, 562 Fifth Avenue, New York City, for the third annual volume of *Creative Artists*.

This book, carrying 109 pages of black and white lithographic reproductions of subjects by more than 100 artists, is now being distributed to art directors of agencies and magazines, advertising managers, and other buyers of advertising art work. The subjects are in wide variety; magazine illustrations, including covers—posters—portraits—hand lettering—advertisement layouts and designs.

The purposes of the book are: to provide buyers of art work with a volume of reference showing a collection of such work and identifying the artists creating it, and to demonstrate the capabilities of high quality lithography as shown by reproductions from such a variety of original subjects.

. . . well known to the old timers. It doesn't take much originality to lift or change an idea, make some drawings and send them down to Washington, where they are promptly "passed" because no one else ever thought of making a racket out of the printing business by filing a claim. Printers have had to pay royalties on work they already knew how to produce. Users have paid a tax for a "brilliant idea" which should have been as free as the wind.

Users have been threatened—and have paid up rather than risk a court appearance. Patentees have backed down when anyone offered to fight, knowing they didn't have a case. No one has yet sued Harmon Elliott who asked to be sued—and publicly stated he was infringing on a "patent" issued on a piece his own company had produced five years before patents were issued. And yet that patentee . . . knowing his claims are groundless . . . as recently as last week (January 16th) sent out a mailing extolling his "exclusive patent."

But, to get back to Harry Latz's letter . . . particularly the last paragraph. Two thousand years ago, a man gathered together a group of men and taught them that greed and selfishness do not pay; he taught them the virtues of kindness and goodwill . . . and asked them to go out and preach this gospel. Since that day men have taught other men. Your lawyer learned his lessons from an experienced counselor . . . and walked out on his own to practice his profession. Your doctor, your tailor, your photographer . . . your artist, your showmaker, advertising agent . . . printer . . . all of them learned from a teacher who with kindness and goodwill told all he knew . . . knowing that he *created competitors*. But that is the natural evolution of life.

And you, my friends, are bucking *life* when you think you can corner the ideas of your profession. If advertising is a profession . . . you can never prevent students from leaving their master and striking out on their own. Greed can never control or smother ambition . . . at least not in a democracy which has so far followed a two thousand year old principle.

Mail Order Journal winds up its "analysis" with this:

It is the opinion of *Mail Order Journal* that the great majority of users has little desire to produce such mailing pieces. They know that the cost of dies, or other special equipment needed, together with the specialized knowledge of production required seldom justifies the effort and saving (if any) involved. We believe that the granting of patents to worthwhile mailing piece ideas is as justifiable in the direct mail as in other industries and that in the long run the user is benefited.

The printers, and other smart direct mail creators, know that there is only one four-letter word to describe that argument. It is BUNK. The production of the average die-cut patented mailing piece is about as complicated as frying an egg.

Your reporter sticks to his original premises. Advertising is a profession and direct mail is a specialized part of it. Direct Mail has grown up. Those who use it should not be hamstrung by a lot of silly patents on folds, die-cuts, windows and what-nots. Direct mail has grown because thousands of broadminded disciples have freely exchanged ideas. They, like true professionals, asked nothing in return except ideas . . . and a common good.

In advising our readers to NOT PAY TRIBUTE on undeserving direct mail patents, we may make a few enemies. In fact, we may lose a few advertisers. But, if advertising in the *Reporter* has to be sold by painting truthless pictures, or by boosting worthless causes . . . then the *Reporter* should expire . . . just like patents.

THE MAN WHO SOLD HOT DOGS

THERE WAS A MAN who lived by the side of the road and he sold hot dogs.

He was hard of hearing so he had no radio.

He had trouble with his eyes so he read no newspapers.

But he sold good hot dogs. He put signs up on the highway, telling how good they were.

He stood on the side of the road and cried, "Buy a hot dog, mister?" And people bought.

He increased his meat and bun orders. He bought a bigger stove, to take care of his trade. He finally got his son home from college to help him.

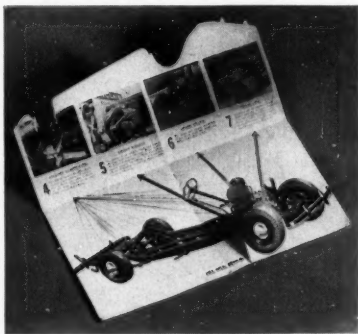
But then something happened. His son said, "Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot."

Whereupon the father thought, "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know." So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

Reporter's Note: Ralph Coxhead showed me the above enlightening fable in a recent issue of his house magazine for *Varityper*, called "Between Us." The explanatory paragraph states that the fable was given to R. C. by its writer, George T. Trundle, president of the Trundle Engineering Company, 1501 Euclid Avenue, Cleveland, Ohio, in a little booklet called Trundle Talks No. 16—"Goodbye Depression, Let's Go."

GOOD SINCLAIR CUT-OUT



NATIONAL PROCESS COMPANY, New York, produced for Sinclair Refining Company, New York . . . best descriptive cut-out folder we've seen in a long time. Hard to explain! Folder 6" x 6". Opened to double spread shows a car with attendant saying "Here's the 7 things we do when we Sinclair-ize Your Car." Body of car is cut out above wheels. Two flaps underneath show parts of car in chassis, which get attention. And then underneath, the front wheel is also a cut-out flap which when turned down shows interior and asks—"How long is it since you've had your front wheels pulled and relubricated?" Good work. Congratulations for intelligent planning and workmanship. Don't patent it . . . or we'll take it all back.

A GOOD SUGGESTION!

WE PAY, under a postage return guarantee, form 3547, for information on forwarding addresses as well as reasons for non-delivery of mail. Many times we get the returned mail with some unintelligible writing on the envelope so that we cannot tell what corrections should be made to our mailing list.

In the August, 1938, issue of the Postal Supplement, the third Assistant Postmaster-General brings this situation to the attention of the Postmasters, citing Section 810 of the Postal Laws.

It seems to me that all of this difficulty could be overcome if the Postal Department had a uniform system of marking undelivered mail, and I am therefore suggesting that your office might press this matter with the postal authorities and get some place with it.

Most of the letters we get back have some pencil notations made by the carrier which are in hieroglyphics that the average person cannot understand, but, of course, are familiar to postal members; and then the department that stamps the mail will stamp these letters "Unclaimed" and that's all the information we get. If a uniform rubber stamp was used, which would give the various reasons for non-delivery and then these reasons properly checked, we, who are responsible for the lists, would be in a position to make the corrections for which we are paying.

G. M. Lang

Mail Department

National Vulcanized Fibre Company
Wilmington, Delaware

Reporter's Note: Sounds logical. Postmen could carry stickers. If you mailers would like to get this through, write us letters and we will submit them to the Post Office Department.

ANOTHER VOTE AGIN!

YOU HAVE ASKED for comments about the format of *The Reporter*.

I should like to cast my vote against the format of the November and most of the preceding issues where you have utilized narrow columns for reader's comments along side with regular articles. This format is definitely confusing as one's attention necessarily is attracted to too many things on each page.

If your articles are worth printing they certainly should be given an opportunity to attract the attention value that they merit by not confusing the reader with more than one measure of type on each page.

J. M. K. Davis

The Case, Lockwood & Brainard Company
Hartford, Connecticut

PERSISTENCY PAYS

YOU MIGHT BE INTERESTED in the following brief story of what Mail-Advertising has done for a Mail-Advertising concern. Enclosed is a copy of our Silver Anniversary of our house magazine, "Live Lists". We have sent this little messenger of good-will to our mailing list of 4800 customers, prospects and inactive accounts every month for almost ten years, and find it a very profitable business-getter.

The year following the bank holiday our sales went up 39% when the average over the entire country was under 15%. Our sales have increased every year since then and the increase has never been less than 15% over the previous year. This increase we attribute to our planned schedule of mailings. We do not have salesmen out but go by appointment on calls that come in as a result of our publicity.

The writer has read Postage and the Mailbag religiously, and now the Reporter. We have put to good use many excellent ideas received from the pages of your publication.

Emily Hamilton Rosine, Adv. Mgr.
Los Angeles Addressing & Mailing Co.
1351 South Olive Street
Los Angeles, California

Reporter's Note: Dear Emily: You and Howard deserve success. As much as I like your case history of results, honesty compels an admission that all of the credit cannot be given to the direct mail. You have studied, you have attended innumerable conventions (no matter what the cost and the distance); you have kept up-to-date with the newest ideas in your chosen profession; you have been just as consistent and persistent in your search for ways of improving your service as you have been in your use of direct mail. Good luck to you always. We'll have a welcome sign on the door when you come to the conventions next September.

LIKES EXPOSURE

CONGRATULATIONS, MR. HOKE!—

... for exposing the racket of false patents which you feature in The Reporter.

It will undoubtedly make possible an increased use of this type of direct mail material, for the "Pop-Ups" can be used to such good advantage sometimes that it is a shame to have been stopped from using them because of the unwillingness to pay a premium for their use.

Congratulations on keeping the spirit of the Postage and Mailbag alive and trust that the new combination will flourish.

J. Stuart Moore
Luther Ford & Company
Minneapolis, Minnesota

WHAT IS SHOWMANSHIP?

THERE HAS BEEN considerable controversy about and misunderstanding of the term "Showmanship." Because *your reporter* has so often emphasized his high regard for Kenneth Goode and Zenn Kaufman, perhaps he will do their new book no good by praising it too highly.

At any rate, be it reported for the record that the new book is off the press. Subject, "Profitable Showmanship." Published by Prentice-Hall, Inc. Price \$2.75. Pages 174. Chapters 15.

There were some people who claimed that the first book on Showmanship—and that the whole subject was the BUNK. Some of the critics, no doubt, had not read the book. This one should be easier for them. It clarifies, "jells" and explains the whole idea with the light of experience.

Your reporter sincerely believes (even though he is mentioned on the same page with John Wanamaker, P. T. Barnum and Julius Caesar) that the second chapter "What is Showmanship" is worth the whole price and more. That chapter should be reprinted in pamphlet form so that it could get wider distribution among the skeptics. Here is a forecast:

"Within the next ten years no revelation, no revolution in business thinking may be more important than an intelligent comprehension that showmanship is profitable because it is professional. And that professionals survive because, like Walt Disney, they are elementary. Profoundly elementary. Invariably elementary. With a daily "nut" of \$14,000, a circus cannot afford to be conceited. Or careless. Big business, in its turn, will come some day to be as wise as the circus. Executives generally some day will realize that human beings, in any masses large enough to yield commercial profit, are so uniformly impelled by the same few simple stupid-sounding emotions and are so universally standardized by habit and inertia, that they offer to the Du Ponts, General Electric and U. S. Steel a mathematics of human action for figuring out their distribution problems as spectacularly exact and scientific as any other technical knowledge now gained through spending \$10,000,000 a year in laboratory research on overproduction."

The Seven Squints at Successful Showmanship should be read and understood by every advertising man—

(1) Ideas are born right or wrong; (2) Find yourself a natural; (3) Think it big; (4) Do it surpassingly; (5) Don't compete with yourself; (6) Make it crystal clear; (7) Keep it a game.

Kenneth Goode and Zenn Kaufman are masters of cataloguing. This new book is an indexed catalogue of human emotions, with explanatory case histories for each.

Don't tell me I didn't tell you.

THE SALUTATION FOR LETTERS

By ROBERT K. ORR

IN THE SUMMER OF 1808 a man by the name of Adam Orr was traveling in Nova Scotia in the interest of a shipping firm in Boston. He was looking for woolen goods and camp supplies which could be shipped around South America and up the Pacific coast to the northwest territory. The report to Mr. Benjamin Bussey of Boston started with the salutation "Sir" and ended with "Your most obedient and humble servant, Adam Orr."

This salutation later became "Dear Sir" and "My dear Sir," but the complimentary close has been changed to "Sincerely," "Yours truly" and "Very truly yours." "Your most obedient and humble servant" is entirely out of place in these days and as time goes on custom will continue to change. It is easy to conceive that within a few years the salutations, "Dear

Miss," "Dear Madam," "Dear Mesdames," "Dear Sir" and "Gentlemen" will sound as silly as "Your most obedient and humble servant." Even though it is difficult for 99% of the business letter writers to refrain from using the salutation, nevertheless the elimination appears to be a growing movement.

Custom makes most letter writers feel that it is downright bad manners to eliminate the salutation even though a substitute is used. They consider it much the same as saying "pleased to meetcha" instead of "how do you do."

On the other side we must admit that the salutations would sound silly if used in conversation. In fact, a man might be considered "fresh" if he should start "dearing" a young lady to whom he had not been introduced. Then again, we might ask if "Dear Miss Brown" sounds good, why not work in a variation occasionally and write "Miss Brown, dear"?

If we wish to put the conversational tone into letters might it not be possible to use an opening sentence much the same as we would talk. Custom will not let us start with "How do you do, Mr. Brown" but why not try, "Thank you, Mr. Brown, for the check enclosed with your May 15 letter." Also we might try:

"I am sorry, Mr. Brown, that we cannot

"I shall be very glad, Mr. Jones, to help you

"I shall appreciate very much, Mr. Black, a check for your January account."

In order to get the opinion of the American people some comprehensive tests were run on different groups such as advertising clubs and students in high schools and colleges. The tests were run in two ways. First, after a discussion showing the advantage of the elimination; second, without any preliminary discussion for or against the salutation. The results prove that it is very easy to change the opinions of the members of any group. Without exception the great majority would be against the elimination of the salutation when the test was run without any preliminary discussion. On the other hand the vote would be in favor of the elimination whenever the test followed a discussion of the advantages of its elimination.

WHO WROTE THIS LETTER?

IT MAY FORECAST the dawn of a new day!

THE BUSINESS OF BEAUTY is as old as Eve, who probably attempted a curl or wave in the reflection of a silvery pool.

Cleopatra had charm and personality, and was one of the beautiful women of all time.

But it was the beauty experts of her day who gave her that irresistible touch of excellence, glamour, and style that attracted Caesar, and caused Anthony to forget all else, even the business of War.

All women of taste and refinement—as a rule—are patrons of the art of beauty and adornment.

But the important question to you is—how many are customers of my beauty shop?

And what better method could you adopt to attract their attention, in addition to your general advertising, than to send personal letters—newsy about your shop, equip-

STANDARDS FOR LETTERS

ROBERT K. ORR'S UTTERLY USELESS WORDS in your December issue certainly were not useless. I have had this article typed and copies distributed to our department heads.

A long time ago, in an effort to secure uniformity of opening paragraph in our letters, we decided upon a paragraph sentence which I think is very satisfactory. It is simply this as a specimen: "This letter answers your letter of January tenth, James O'Donnell, Sales Department."

We use the Continental method of dating; we write 12 April 1939. It is logical and read more quickly by the eye and mind.

And all our letters have the signature typed.

Recently we changed our ending from Very sincerely yours to "Cordially yours." We like the latter.

Will Judy, President

Judy Publishing Company
Chicago, Illinois

STUNTS WHICH FIZZLE!

HERE IS A LETTER multigraphed in silver ink on a red coated paper. Letterhead printed in gold and gray. Advertising art service. Aside from the billious and nearly unreadable color combination . . . the man who finally received "our specimen" was addressed at a company which was absorbed by his present company November 1, 1934.

And secondly, the letter says:

"We have had long and varied experience with house magazines for salesmen, . . . for other employees . . . for dealers . . . and for ultimate customers. Our experience enables us to determine where such publications fit and where they don't. We would be glad to study your sales problems to see what the chances are of your making profitable use of a house publication."

That's a fine way to approach the editor of The Phoenix Flame—Harry (Hig) Higdon.

If you want to use stunts . . . think them through to the last detail.

• COMBINE-VELOPES THE ADVERTISING FOLDER WITH THE ATTACHED ORDER FORM REPLY ENVELOPE
SALES MESSAGE, DISPLAY COPY, ORDER FORM AND REPLY ENVELOPE IN ONE UNIT
• SELF MAILER COMBINE-VELOPES ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT
FOR EVERY MAILING REQUESTING A RETURN REMITTANCE
• ORDER FORM BIND-IN-VELOPES FOR EVERY STYLE, SIZE, AND CONSTRUCTION OF
PUBLICATION OR CATALOG
• ENV-O-BLANKS • SELF MAILER COMBINE-FORMS • DU-PLEX ENVELOPES
THE SAWDON COMPANY, INC., 230 PARK AVE., NEW YORK, N. Y. MURRAY HILL 6-1566

Salesmen who have something the prospect wants

—salesmen who are warm, friendly, helpful, colorful, interesting, are always pretty sure of being welcome.

¶ The same thing applies to house organs. So many are edited from a self-ish point of view—talking nothing but *house*. My kind are vital, throbbing, inspiring, and consequently are looked for and read and taken home from month to month. The *Good Will* they build invariably evolves into *Good Business*.

¶ My eight-pages-and-cover, 6¾-envelope-size, syndicated house magazine has produced dollars-and-cents results for users. You'll like it. And it's inexpensive. Samples gladly to executives.

•
The
Fleishman Business Publications
(Jerome P. Fleishman, Editor)
1603 MERCANTILE TRUST BLDG.
Baltimore, Md.

MCGRAW-HILL
DIRECT MAIL LIST



**1,500,000
BUSINESS MEN**
FOR MAIL ORDER AND
DIRECT MAIL SELLING

These names represent men with responsible positions in business, mostly college educated, in the upper income groups with the ability to pay for quality services and merchandise. Many of the outstanding mail selling organizations have successfully used these lists for several years.

For the industrial and trade advertiser, selections can be made by functions, industries, size, location, etc. Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

•
**INCREASE YOUR MAIL
ADVERTISING RESULTS**
phone or write to
DIRECT MAIL DIVISION
McGraw-Hill Publishing Co., Inc.
330 West 42nd Street, New York, N. Y.

ment, and efficiency—to meet any prospect's desire?

What better appeal can you make than by the pulling power of letters, which are as welcome as the postman, made private by the seal, made personal by direct address?

Why not write letters at opportune times to old customers, advising them of new styles and methods, and write to the many good prospects whose trade you desire?

Even form letters—such as you are reading—or a card, to concentrate on certain people, will aid in building your business, if you persevere with periodical postings.

A good customer is certainly worth a postage stamp.

Who wrote it? Who mailed it?

Answer: Postmaster William Gupton, United States Post Office, Nashville, Tenn.

Your reporter received copies of six current form letters being sent out by the Postmaster to drug stores, beauty shops, insurance agents, gas stations, grocers and general stores. Copy for each letter fits the business. We've been after the Post Office for years . . . to go out and sell its service. Starts have been made. Certain things have interfered. We salute the Postmaster at Nashville for the best set of post office letters we have ever seen. Hope he can keep it up . . . in spite of hell and high-water.

DOES IT PAY TO USE ADVERTISING ON ENVELOPES?

Your reporter asked that question in November issue. Our friends Jim Pringle of Brown Paper Goods Company and Fred Randolph of Heco Envelope Company, both in Chicago, sent us the following case histories—and we would like to have more.

Case No. 1. From Fred Randolph:

One of the first great concerns in the seed and nursery field to realize the importance of the envelope in advertising was The R. M. Kellogg Company.

Five years ago, Kellogg had printed on the back of its catalog envelopes a special coupon offer that was not mentioned in the catalog itself.

The first time this offer was made, coupons came back with enough profit to pay for the entire edition of 300,000 large catalog envelopes!

Every year since, Kellogg has considered its envelope coupon offer one of its most important merchandising items.

Case No. 2. Jim Pringle wrote:

Russell-Heckle Seed Co.,
Memphis, Tenn.
Gentlemen:

We recently saw one of your Envelopes printed in Red and Green that contains your Catalog, and note that you are taking advantage of all the available space for advertising.

You have made a \$1.00 offer on the back of the Catalog Envelope and also an offer on the front. We are wondering whether you kept track of how many orders you received from this advertising on the Catalog Envelope, or whether you repeated the offer on the inside Catalog and therefore have no way of telling. The problem we are trying to solve is whether the increased cost of the printing on the outside Envelope is offset by the volume of business obtainable. We have heard arguments both ways, and are looking for first-hand authentic information.

He received this reply:

Replying to your letter of 13th, we found the copy shown on our 1937 catalogue envelope paid good dividends. We sent out 926 of the collections which appear on the back of envelope and sales on Master Marglobe tomato as illustrated and described in the fruit were very satisfactory. We have pushed this variety of tomato for two seasons and feel sure the method used in advertising them on the front of envelope was well worth the money spent.

Our estimate is 2000—10c pkts. were sold on this copy. We are using similar copy for our 1938 container.

Russell Heckle Seed Company
Memphis, Tennessee

WHY BURLAND



BECAUSE . . . BURLAND has every modern type of equipment for producing photo offset, lithography and letterpress printing in any number of colors . . .

BECAUSE . . . BURLAND operates the largest complete plant in New York . . .

BECAUSE . . . BURLAND'S complete union staff are all craftsmen of expert standing . . .

BECAUSE . . . BURLAND has a wide-awake sales and advertising-minded group of executives who know how to work with you in the preparation of sales producing, printed advertising . . .

*BURLAND will be glad to cooperate with you
in any graphic arts problem you may have.*

BURLAND PRINTING COMPANY, Inc.
LITHOGRAPHERS and PRINTERS

53 ROSE STREET

BEekman 3-7060

NEW YORK CITY



HAS ANYONE TESTED THIS . . . LATELY?

HAS ANY DATA ever been collected respecting the results obtained by using window envelopes for processed letters personally addressed and sent first class mail as compared with the regular envelopes?

For sometime we have been using window envelopes to save time and labor, but we are inclined to believe that the type-written envelopes might be worth the work and bring better results.

Hudson's Bay Company
Winnipeg, Man., Canada

Reporter's Note: The only way to find out . . . is to test. It all depends on the need in individual case. *Your reporter* just ordered some new window envelopes and will try out the stunt mentioned in an item on page 10 of the December issue, using safety paper insert. We actually get and use ideas out of our own magazine. Wonderful!

CRAFT SPIRIT . . .

WHEN THE ARTIST is alive in any person, whatever his kind of work may be, he becomes an inventive, searching, daring, self-expressing creature. He becomes more interesting to other people. He upsets, disturbs, enlightens, and he opens ways for better understanding. Where those who are not artists are trying to close the book, he opens it, shows there are still more pages possible.—Robert Henri.

From a good blotter issued by Bulman Bros., Limited, Winnipeg, Man., Canada.

ALL SUBSCRIBERS PLEASE COPY

Your Reporter should like to receive letters similar to the following . . . from all subscribers:

"This is to advise you that we are adding your name to our mailing list to receive future issues of our house organ, SALES STIMU-LIGHT-OR, and our utility publication, THE LUMENAIRE. You will find the current issues of these two publications attached.

W. M. Hutchinson, Sales Promotion Mgr.
Lighting Division
Westinghouse Elec. & Mfg. Company
Cleveland, Ohio

"P.S. We are also enclosing specimens of our promotional pieces."

Those who already have THE REPORTER on their mailing list should change address to 17 East 42nd Street. Better watch out! We are going to keep an eagle eye peeled . . . and will probably do some poking at you boys and girls who don't keep your mailing lists corrected.



PICTURE OF BLASÉ SALESMAN WHO HAS JUST RECEIVED A "PUSH BOOK"

His old-time enthusiasm recaptured . . . Even hardened salesmen who have become bored with the usual type of sales stimulation get excited about this new kind of Prize Book.

In addition to illustrating nearly 800 of the World's Finest Prizes the "Push Book" glorifies selling . . . sells the salesman on himself . . . makes him want to exert extra effort, and do the things you ask him to do.

Users report the "Push Book" gets "at least THREE TIMES as much attention as any prize book previously used."

THE NEW 1939 PUSH BOOK

is off the press!
SEND FOR YOUR COPY TODAY!

ONLY DOUBLE-PURPOSE PRIZE BOOK

1. INSPIRATION — The only book in its field containing sales cartoons, editorial features, and selling articles by

DALE CARNEGIE
BRUCE BARTON
MERLE THORPE

in addition to . . .

2. PRIZES—800 of them! More nationally advertised merchandise than offered by any other prize supplier . . . nearly 200 items in FOUR COLORS . . . every item GUARANTEED.



64 PAGES . . .
32 DRAMATIC
PAGES IN COLOR

BELNAP and THOMPSON, inc.

301 WEST JACKSON BLVD., CHICAGO
NEW YORK OFFICE: GRAYBAR BLDG.

CREATORS AND PRODUCERS OF "PUSH PLANS"

FROM ANTHROPOLOGY TO MAIL ORDER IN ONE UNEASY LESSON

Another Henry Martin story by EARLE A. BUCKLEY, author of "How to Write Better Business Letters" and "How to Sell by Mail".

THE PART OF HENRY MARTIN this month is taken by a recent graduate of Columbia University doing post graduate work for a Ph. D. degree in the interesting but far removed (from Mail Order) field of Anthropology. The story of "Henry's" one venture in Mail Order should make helpful reading to others similarly fascinated by the great potentialities in the business of selling through the mails.

It's easy to see why there are so many who, in their inexperience, feel that it would be a *cinch* to induce people to put an order in the return mail. When you have what seems to be a good product, it *does* look easy. And it is difficult to see why in heaven's name nearly everyone you write to doesn't buy.

But let's see what happened to the student who wandered from the paths of science to earn "a couple of hundred bucks" on the side. "Last year", to let our hero tell his own story, "I read in a photographic journal of the use of Mercury in hypersensitizing photographic film, i.e. making it more sensitive, or in photographer's parlance, 'faster' in dim light. I am an amateur photographer and saw at once a way of introducing a small globule of Mercury into the bottom of a glass vial, sealing it in with porous plaster of paris so that the active vapors were free to come out, labeling the device 'BLUE BULLET' or 'RED BULLET' hypersensitizer, depending on how I chose to color my plaster of paris, and retailing, by mail, to eager photographers the world over, who should be anxious to try this latest 'scientific' aid. The scheme was legitimate. Mercury vapors actually *do* make film faster, although it is usually recognized now that it is not worth all the fuss."

"The device was to retail at 25c. Cost to me about 2c, I thought."

"Accordingly, with visions of the quarters rolling in I prepared my copy as follows, and sent it to Popular Mechanics Classified."

TAKE NIGHT PHOTOGRAPHS,
device hypersensitizes films 200-300%
faster. With instructions, 25c. (Name
and address.)

"This was, I thought a slick bit of extra-curricular business I was pulling off. But wait till you hear the anti-climax. No use

to ask you to hold on to your chair, because you know what to expect. I didn't, and was I non-plussed?"

"During the next 30 days, twelve quarters rolled in (two of them Canadian) and two 25c lots of assorted ungummed postage stamps."

"I went down to the chemical supply house, bought the minimum quantity of Mercury they would sell ($\frac{1}{2}$ lb.), went to a glass place, bought a small lot of vials, bought 25 small clasp envelopes, and sat up that night getting my orders in the mail."

"Net loss on the deal was about \$4.00. Net gain, a lot of valuable experience. Two weeks later when the matter was supposedly shelved along comes another batch of orders, which meant another night sitting up dropping globules of mercury into glass vials, and another small loss. After that I quit and went back to my books."

What was the matter? Why did the venture, like so many thousands of similar ventures, fail? What did our friend "Henry Martin" do that he shouldn't have done, or didn't do that he should have done? Did you notice that part of his letter which read "mercury vapors actually do make film faster, *although it is usually recognized now that it is not worth all the fuss?*"

There's the crux of the whole situation. The proposition itself wasn't sound! Not enough photographers could see the need for sending in money, even twenty-five cents, for a device to hypersensitize film.

That's where an analysis of the product and its potential market are *invaluable* to anyone attempting to sell through the mail. Important no matter how you sell, of course, but particularly so in Mail Selling, because you can't hear or see the reaction of the prospect, or know anything about the possibilities, until after you have let yourself in for an expenditure of time, trouble and money.

If "Henry" doesn't mind a suggestion, it would be a smart idea in the future to first consult a dozen or so of the people who are supposed to be prospects, to make reasonably sure at least that they are prospects, and not merely suspects. An ounce of "research" is worth a pound of "guess", if you know what I mean.

Get Yours

For the first time in history of advertising, the whole story about direct mail is told on one big, easily understood sheet of paper.

Size, 25 $\frac{1}{4}$ x 38 $\frac{1}{4}$ inches. Printed in black and yellow on heavy-weight white paper—suitable for framing.

Actual reading time: 2 hours, 18 minutes

Important Subjects Covered

1. The Nine Trails to Sales
2. The 49 Ways Direct Mail Can Be Put to Work in Your Business
3. How Direct Mail Can Be Used as the Salesmate of the Other Great Media
4. A Customer Control Formula
5. Showmanship For Selling Principles
6. Psychological and Physical Elements of Showmanship
7. Index of Human Desires and Emotions
8. The Major Forms of Direct Advertising

A bookful of information in a ready-to-use visual form. You cannot afford not to have this chart. Use it for checking and planning. Use it to stimulate ideas for better Direct Advertising.

Price, 1 copy, \$1.00

Send Check With Order
**DIRECT MAIL ADVERTISING
ASSOCIATION**
17 East 42nd Street, New York

"An excellent book . . . It belongs on the desk of everyone using sales letters."
—PRINTERS' INK.

HOW TO MAKE SALES LETTERS MAKE MONEY

By FRANK EGNER

Director, Mail-Order Department,
McGraw-Hill Book Company

190 pages, 5 $\frac{1}{2}$ x 8, Illustrated, \$2.50

The most widely used manual on sales letter writing on the market! Written by a man whose sales letters have helped to build one of the largest mail-order book departments in the country. Presents an entirely new approach to the subject of sales letters which will enable you to create effective letters by utilizing some of the 27 practical devices that are found, in one form or another, in every successful sales letter.

ENTHUSIASTICALLY ENDORSED!

JOHN CAPLES, of Batten, Barton, Durstine & Osborn, Inc.: "It is certainly a grand volume, and I will always keep it handy from now on . . ."

AMERICAN BUSINESS: "What the author says is not the opinion of a man who writes about how letters ought to pull, but of a man who makes letters pull."

ADVERTISING AGENCY: "... one 'how' book that does tell how!"

EXAMINE IT FOR FIVE DAYS FREE!

HARPER & BROTHERS
49 East 33rd Street, New York, N. Y.

Please send me a copy of HOW TO MAKE SALES LETTERS MAKE MONEY. After 5 days I will remit \$2.50 or return the book.

Name _____
Address _____
Business _____
Connection _____

How to W-I-D-E-N YOUR SALES CIRCLE

in 1939 is YOUR immediate problem. Your sales increase will depend to a large extent on the number, quality and responsiveness of

SELECTIVE LISTS of MAIL BUYERS and INQUIRERS

or other prospects YOU test or use in large Volume. Our experience in scheduling over \$1,500,000.00 in keyed Direct Mail can help YOU. Outline your individual problem in full details to Dept. R-1.

MOSELY SELECTIVE LIST SERVICE

MAIL ORDER LIST
HEADQUARTERS
230 Congress St., Boston

"MOSELY has the LISTS"

The New Way to Insure Effective
Direct Mail Presentation—

MARKET RESEARCH ■ AND ANALYSIS ■

By LYNDON O. BROWN

WHETHER it is a question of simply choosing a stronger appeal for a sales letter or of completely revamping marketing policies, the simple, low-cost methods of modern market investigation make it possible for every advertiser to work out the best possible answers quickly and dependably.

This remarkable book by the Director of Merchandising and Research, Lord & Thomas, is a thoroughly practical guide to these new scientific methods.

It gets right down to your profit possibilities, the dollars-and-cents-success of your selling, merchandising, and advertising plans. Shows you how to analyze your marketing problems from the profit angle; how to turn your findings into business policies that actually produce more sales. Ideas grown out of years of top-notch experience to help you put new sales life into sluggish markets to turn mediocre advertising into the kind that

\$4.00

Mail This Form ———

THE RONALD PRESS COMPANY Dept. 304, 15 E. 26th St., New York, N. Y.	
Send me a copy of <i>Market Research and Analysis</i> by Brown. Within 5 days after I have received it, I will remit \$4.00, plus a few cents for delivery, or return the book. (We pay delivery on cash orders; same return privilege.)	
Name.....	
Bus. Address.....	
City.....	State.....

THE VERY IDEA, by Sam Slick

★★★ There must have been some red faces in the advertising departments or the agencies when *Kelvinator* came out with two pages headed "All Eyes Will Be On Kelvinator", and in the same issue of *Retailing* read a page ad headed "All eyes are focused on Frigidaire for 1939" . . . especially as both sets of red faces faced the fact that it was a perfectly inane idea for a heading, even if it were being said exclusively and for the first instead of the one thousandth time.

★★★ Just in case you didn't know of it, the tourist camp industry has a very respectable trade paper in *Tourist Court Journal*, published at Temple, Texas. Note that elegant word "court" instead of "Camp." How long has this been going on? Why since September, 1937.

★★★ When nineteen prominent stage people "are glad to pay for the privilege" of testifying publicly via the fairly expensive space in the *New York Times* that *Ethel Waters* has "given an example of great acting," and *Oleson and Johnson* buy a page in *Variety* to thank *Walter Winchell* for endorsing their show and helping to make it so successful, something has got into the ectors and ectresses that didn't used to be there. Maybe it's magnanimity. ★★ Christmas greetings that I remember especially: The one that had a Palestine postage stamp and a Bethlehem postmark, and carried the greetings of Radio Station KYW of Philadelphia; and one from the *Corn Belt Dailies* whose artist managed to work the lettering of Merry Christmas and Happy New Year into the recognizable forms of a horse, cow, hog and two sheep, and still keep the lettering readable. Quite neat.

★★★ Most startling headline recently, used in an advertisement for *Norfolk Newspapers, Inc.*, as follows: "Two Hundred Million Dollars . . . That's a Hell of a lot of cash . . . anyway you write it."

★★★ A racing tipster feature that is syndicated to newspapers bills itself (in *Editor And Publisher* space) as "of Burning Interest to Over 19 Million Readers." In these days of astronomical figures it may be cavilling to doubt that there are nineteen million nuts with money to bet on horse races. Or even nine million. But it sounds a little reckless to me.

★★★ One of the leading advertising trade journals is losing my subscription because I am sick and tired of having this journal come out with rousing cheers every time that *W. J. Cameron* utters a platitudinous banality—or an outright misstatement—about advertising or selling or business. If *Henry Ford* ran his business the way *W. J. Cameron* talks, Ford would have been forgotten long ago. It is quite a while now

since Mr. Cameron put over that corny statement about the need for uninspired, everyday, just-slog-ahead selling. But it is still echoing up and down the empty heads of thousands of unimaginative, incapable, so-called salesmen. And it is hardly less than criminal for people who know better, or who should, to add currency to such asinine utterances.

★★★ Every salesmanager knows perfectly that the curse of selling today is the routineer. The kind of plain dumb order-takers and door-bell ringers and ante-room waiters who ask for interviews and then proceed to waste every second of their own and the prospects' time by saying exactly nothing, is what makes it harder for everybody to sell anything and turns buyers into mean cusses. . . . And in the case of *Henry Ford's* organization, it just isn't so. Ford does not sell that way . . . and his dealers do not stay dealers long if they follow the genial babbity that Mr. Cameron hands out. . . . I maintain that advertising men and editors ought to be the first to catch on when they are being kidded by experts. Mr. Cameron is an expert.

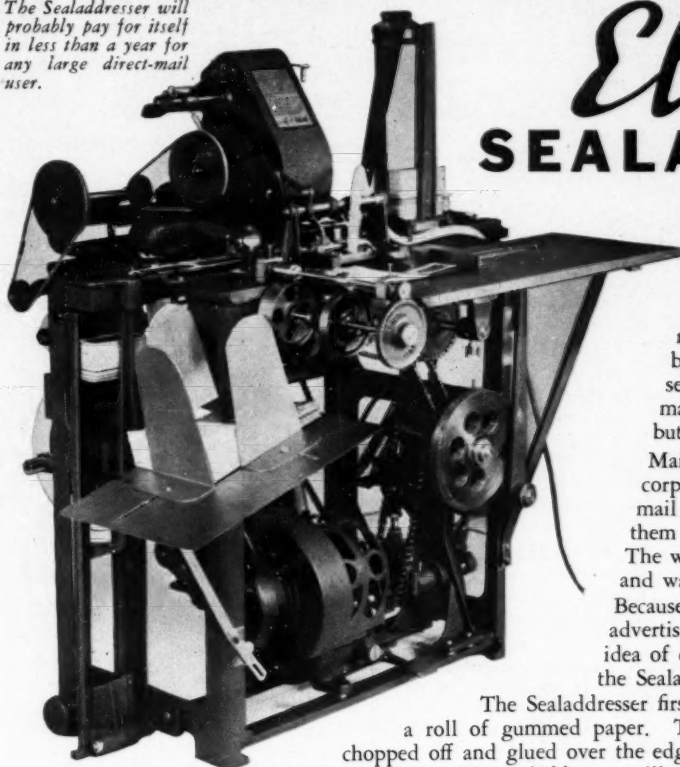
★★★ I have read somewhere recently that there is now taking place "a revolution in roto." I hope so. It's about time. As a matter of fact, that is my habitual attitude toward revolutions. I have yet to see or hear of one that was not grossly overdue.

★★★ Everybody seems to be all het up about public relations. All the big trade journals are lecturing their readers about the high importance of going in for "better public relations." But to me this is just another lot of utter verbalism. Verbalism is the last ditch in everything. When circumstances change and a lot of people are caught in a web of conditions that they failed to see coming (though it was part of their proper business to be aware of what was going on) the last thing they think of is finding out where they now stand, and what they ought to do to get back into the procession. Instead they want to talk themselves back. They want to talk the other fellow into believing that everything is still the way it was, and if anybody is mistaken about it, it is the fellow who is being subjected to the verbalizing. . . . My obstinate opinion is that a large part of so-called public relations activities are nothing but high priced escape tactics.

★★★ By request (of *Kimball Jack* of *Utah Power & Light Company* and others) I expand my recent adverse remarks on the subject of institutional advertising. I am asked what about the highly successful advertising of the telephone companies. My answer to that, and I hope it will not be considered evasive, is that I do not con-

It's so new the Post Office had to make a new ruling to fit it

The Sealaddresser will probably pay for itself in less than a year for any large direct-mail user.



Elliott

SEALADDRESSER

Addresses and edge-seals folders, broadsides, booklets, etc., in **ONE OPERATION**. Saves \$1.50 to \$2.00 per 1,000 over present methods.

THE ELLIOTT SEALADDRESSER will come as a great boon to all large users of direct-mail advertising. For the first time it combines in one operation both addressing and sealing a mailing piece, effecting not only a material saving in the cost of these operations but speeding up production as well.

Mailing pieces with a Business Reply Card incorporated have long been a favorite in direct-mail advertising campaigns, but edge-sealing them has always been an unsatisfactory operation. The work, in most cases, had to be done by hand and was slow and tedious.

Because this problem was an annoyance in his own advertising department, H. P. Elliott conceived the idea of combining the two operations involved, and the Sealaddresser was the result.

The Sealaddresser first applies the addresses in column form on a roll of gummed paper. The individual seals are then automatically chopped off and glued over the edges of the mailing piece. The address seals are $2\frac{1}{2}'' \times 1\frac{3}{4}''$. The Sealaddresser will take folders, broadsides, etc., 6" to 12" wide (parallel width to address) and 4" to 12" long.

All Elliott Addressing Machines print from Address Cards that last indefinitely and are quickly typed on any regular typewriter. The Sealaddresser is loaded and unloaded by the trayful of 250 Address Cards.

The price of the Sealaddresser is \$1200 for the hand feed model, and \$2100.00 for the automatic feed model—F.O.B. Cambridge, Mass. Either will probably pay for itself in less than one year for any large direct-mail user.

SOME MAILING COST ARITHMETIC

It costs \$5.00 per thousand to address direct-mail matter by any other method than an addressing machine. It costs about \$2.50 per thousand to place a seal over the open edge of a direct-mail folder. If you put your folder into envelopes instead of using seals, the envelopes will cost \$1.40 per thousand and up. The cost of inserting folders into envelopes and sealing the envelopes or tucking in the flaps, costs \$1.00 per thousand, up.

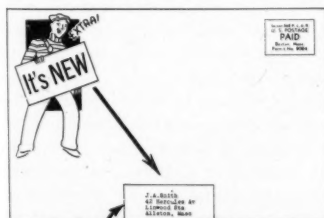
As the new Elliott Sealaddresser *simultaneously seals and addresses direct-mail matter*, the following comparisons are interesting:

If it were addressed by an addressing machine you would still

have to pay approximately \$2.50 per thousand for edge sealing it. But with the Sealaddresser it would only cost you 50c per thousand for the sealing—a material saving in addition to the time saved.

If the folder were mailed in an envelope, you would have the cost of the envelopes, plus the cost of inserting and tucking or sealing, against the Sealaddresser's 50c per thousand for sealing. And, of course, if you addressed the envelopes other than by an addressing machine the cost would run \$5.00 a thousand more.

Savings made by using the Elliott Sealaddresser may be pocketed; used to increase the number of names on your mailing list, or to increase the frequency of mailings.



This Elliott Addressed Seal takes the place of address and seal

The Elliott Addressing Machine Co.

127 ALBANY STREET
CAMBRIDGE, MASS.

Sales and Service Offices
in Principal Cities

sider telephone advertising institutional as long as it sells the idea of using the telephone service for specific purposes. Nor do I consider electric utility advertising institutional as long as it keeps to selling the idea of using electric light and power for better living. I should like to distinguish between generalized advertising copy and institutional copy. The recent much touted *Aluminum Company's* newspaper campaign on the history of aluminum production and pricing would, I suppose, be called institutional; but I think it is merely generalized. Of course its purpose is to create favorable public opinion for the Aluminum Company of America rather than to sell aluminum products, but as Alcoa makes no products except cooking utensils, when it advertises aluminum in general it is advertising its product just as much as it is advertising Alcoa as a business institution.

★★★The test, it seems to me, which distinguishes institutional advertising from

merely generalized product advertising is whether or not it strikes an attitude. I think that institutional copy is always indicated when the text talks about the advertiser, his facilities, his good intentions toward the public, the taxes he pays,—or in any other way indulges in justification. On the other hand I should not label electric utility advertising institutional merely because it points out how little electricity costs today, how the cost of current has declined steadily through several decades, how little it costs to run an electric appliance, and so on.

★★★There was a great deal of excited publicity last year about the "corn belt revolution" brought about by hybrid corn. This year more than a million farmers will use hybrid seed on more than fifteen million acres. The reason I mention the subject at all is that some people seem to be under the impression that hybrid corn has been brought about by advertising. This would be a good time for a lot of people to re-

read the chapter "Maize" in *Paul de Kruif's Hunger Fighters*, and be reminded once more of what everybody in America owes to hundreds of men working in agricultural schools and experiment stations, for salaries that ad men would sneer at, and whose patience, unselfishness and humility is almost the only decent spectacle now afforded by human activity.

★★★And while we are still on the subject let me say that of all the stupid insolence pictured by history, nothing in thousands of years approaches the colossal impudence of editors and others who are demanding that scientists "sell themselves" to the public, and justify their activities. Only a world made rotten by a total inversion of all values, could be so blind to the fact that there is not a single achievement of civilization that did not originate in some individual's insistence on knowing why without regard to what that individual could get out of it. The type of persistently inquiring mind that we now label scientist, has existed in all ages. To these few thousand individuals in all the history of man, all human progress is due. Instead of kicking them around and sneering at them for being sap enough to work for mere subsistence, an intelligent human race would make such minds the most honored. Today, in addition to doing all the thinking that is being done, these men are being placed on the defensive. They are being told that they must justify themselves, explain to the dumb public what they are doing. Not so long ago some so-called intellectuals actually proposed a moratorium on research and scientific discovery.

★★★Triumphal note by Sam Slick. The position taken a couple of years ago in this department, namely, that putting beer in tin cans was an uneconomic step, and the hope expressed that the Glass Container Association would win the argument, seem likely to be justified. Cans slipped last year. Bottles gained. . . . One of these days this country will wake up to the fact that digging up its last few million tons of iron ore to make cans of, is just plain dumb. Glass can be made of sand.

Sam Slick

FAR REACHING CAMPAIGN

YOU MAY BE INTERESTED in how The Christian Science Monitor is carrying on a special campaign for building sales for the electrical stores, manufacturers of electrical equipment, radio stores, and others in similar groups who are advertising in the Monitor.

Right now, in the Monitor, are appearing a number of messages to Monitor readers to make them conscious of the need for electrical wiring and electrical equipment in their homes. This series of messages is in three divisions:

(Continued on page 28)

For little as \$2 a month you can OWN A HOME AMID ORANGE TREES

Choice Florida property—BOOMPROOF—for your old age. Immediate use arranged. Payments like savings bank deposits.

**Home-acres, any size to suit you,
from one acre to ten acres only.**

In heart of Florida, 20 miles north of lovely Orlando. Only few hours' drive to most everything including fresh-water fishing and salt-water bathing.

**Ideal sunshine. Healthful climate.
Year-round temperature averages
68 to 72.**

Unspoiled country. High-rolling with fine oak and pine. Splendid water. Rich soil. Excellent orange groves on all sides.

**Homeacres, however, sells select
private use only. Not for commercial
fruit growing, farming or any business
nor any kind of speculation.**

In all-year-round Florida, the mutual protection of a coming community of homes among a multitude with similar tastes, sympathetic ambitions and practically identical investments.

For full particulars, without delay, write to

W. W. DANIELLS • EUSTIS, FLORIDA

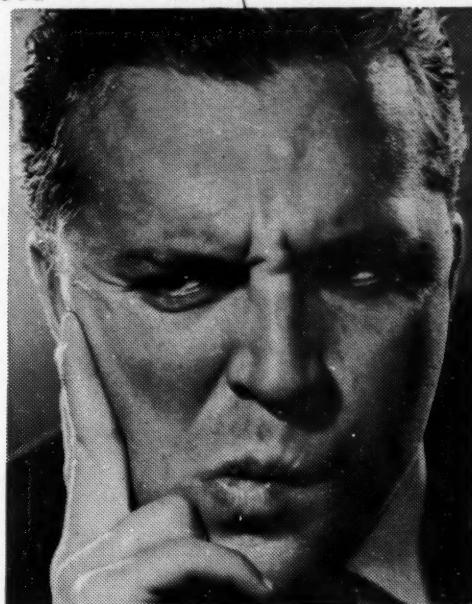
HOMEACRES

Copyright K. M. G.

I WONDER WHETHER OUR
SALES-STORY PRESENTATION
IS INTERESTING ENOUGH?

There must be quite a few salesmanagers bothered with this thought. If you are one of them I'm quite sure that I can help you do something about it.

In the past year the trend of my work has been toward creating **UNIQUE, VISUAL, SALES-PROMOTION PRESENTATIONS**. The many favorable comments, and increased numbers of jobs to do, have prompted concentration along this line.



A. SALESMANAGER

SO . . . let's get together and go over your present presentation. There won't be any fee for this. Will bring along a number of pieces when I come. What day would you suggest?

If you are located outside of New York, just mail your sales promotion material. I'll study it—and then write you.

WALTER KOCH

Unique, Visual, Sales-Promotion Presentations

CREATIVE CONSULTANT

7 WEST 45th STREET, NEW YORK • Telephone LONGACRE 5-5752

(Continued from page 26)

1. Proper electrical wiring of the home
2. Home modernization by electricity
3. Electrical appliances as gifts

Since the Monitor carries in one year the advertisements of 532 electric equipment stores, to say nothing about 395 radio stores, 722 general chain stores, 739 department stores, 29 public utilities, and 9 big electrical manufacturers, you can readily see that the effects of this campaign will be far reaching. Because of that, you may be especially interested in it—for it is bound to be affecting the business of a number of your readers.

Lucile H. Shoop
Advertising Dept. Copy Chief
The Christian Science Monitor
Boston, Massachusetts

Reporter's Note: Whether you know it or not. The Christian Science Monitor does one of the finest direct mail promotions in the country. Mrs. Shoop is a perennial attendant at all Direct Mail Conventions. We are trying to get her to write for the *Reporter* a comprehensive description of her ramified campaign. We tried to analyze and describes it but gave it up.

FAIR CARDS

CONGRATULATIONS to Curt Teich & Company, Chicago, for the beauty and excel-

lence of their series of twenty-two "officially approved post cards" illustrating the World's Fair. Lithographed in many colors in high class manner. Frankly, your reporter was beginning to get a little worried about some of the atrocious printing connected with the pre-merchandising of Fair tie-ups. The official blue and orange is beginning already to look slightly bilious. Some of the jobs we've seen have been pretty discouraging. These Teich cards have cheered us up. The World's Fair offers advertisers so many opportunities for intelligent showmanship. The World's Fair will be so magnificent that all printing tie-ups with it should be magnificent also.

THE SHINING LIGHTS!

Paper Mills Please Note

THANKS FOR A very interesting and lucrative three-quarters of an hour of study and entertainment made possible by your November issue of *The Reporter*.

The shining lights of the issue, in my estimation, are:

(a) The return to your original format which somehow seems to add life and sparkle; (b) The letter from "P. S. your loving son Jack", (even my wife got a prolonged chuckle out of it), and (c) The report of a test by Dudley Cassard. We need more reports of such tests, and I do

not know of a greater service which you could perform for your readers, than in the publication of mailing tests. There are not half enough of us who know the facts which such tests inevitably dig up.

Incidentally, I am particularly keen on having my name added to the mailing list of every paper manufacturer who reads your journal. We use all kinds of paper in the course of a year, for direct mail, dealer promotion pieces to back our radio campaigns, and a line of literature which consists of 33 pieces. Perhaps your paper mill subscribers would, therefore, like to have us on their mailing lists.

More power to you. You are doing a fine job!

T. A. Hodgdon, Adv. Mgr.
Harvey-Whipple, Inc.
Springfield, Massachusetts

WHO WANTS A JOB?

HERE IS A LETTER from a Colorado Springs publisher:

"I want to find a youngster—male or female—to plan and execute my modest direct mail and magazine advertising.

"One who is ambitious, industrious, able to write good English, well qualified for the work, and who will think about the job and its requirements while in the bath-

(Continued on page 30)

TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO

ILLUSTRATIONS, SIR, ARE MADE AT 62 EAST LAKE STREET.

YES, MADAM — CALL CENTRAL 1430 FOR ALL DEPARTMENTS.

OUR NEW STUDIO IS AIR CONDITIONED THROUGHOUT.

NO SIR— WE DIDN'T MOVE— MERELY EXPANDED.

YES SIR— STADLER SERVICE IS BETTER THAN EVER.

CERTAINLY— QUANTITY ORDERS ARE STILL HANDLED AT OUR WABASH AVENUE STUDIO.

DIRECT COLOR PHOTOGRAPHY? SIR, WE HAVE THE LATEST EQUIPMENT FOR THAT!

THIS LAYOUT IS MADE UP FROM STADLER PHOTOFILM STOCK SUBJECTS

STADLER STUDIOS 62 EAST LAKE STREET **CHICAGO**
TELEPHONE: CENTRAL 1430

Plenty of Room

A new National Direct Mail Center will open on March 1st, 1939 at 17 East 42nd Street, New York City. This unusual news perhaps demands a *smashing* headline . . . but we want you to know that there will be plenty of room for you when you visit us . . . to examine the specimens and campaigns described in the magazine; and to inspect the displays of the newest ideas, processes and materials used in direct mail.

The Reporter

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

ADVERTISING AGENCIES

Sell your product through agents, mail order. Your inch advertisement 324 newspapers \$16.80. Martin Advertising Agency, 171P Madison Ave., New York.

MAILING LISTS

Ask for our Catalog of Mailing Lists; 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. TRADE CIRCULAR AD-DRESSING CO., Inc., Established 1880. 219½ West Madison Street, Chicago, Illi-nois. Franklin 1182.

MAILING LISTS

100,000 agents, 60,000 investors, 10,000 book buyers, 75,000 farmers' names, many others, sale or exchange, what do you need, what have you to offer, THE MEAD COMPANY, Middletown, N. Y.

SALES LETTERS

Gentlemen: You have merchandise to sell to women. I am a woman, and I believe that I can write selling letters for you. I will welcome contacts. Adelaide Berry, 143 Chestnut Street, Springfield, Mass.

SALES LETTERS

LESTER MEYERS, sales letter specialist with diversified experience is still writing sales letters that produce "mighty oaks from little acorns." 112 East 17th St., New York.

STOCK CUTS

LITTLE BLACK CUTS, inexpensive, put punch in ads. and printed matter. Send address. Harper's, 283-a Spring, Columbus, O.

(Continued from page 28)

tub and while otherwise not using his head. Willing to work for a small salary for three or four months while we become mutually acquainted, and to quit at the end of that time if tangible and favorable results are not evident by then, or to continue thereafter with compensation based upon the net increase in circulation above the six months' average preceding his connection with us—without spending any greater percentage of gross receipts than I have spent to maintain a steady growth.

A really good man would not work on a salary, and if he can produce results then the more he earned on percentage, the better I would like it. The man would be one of my fifteen to eighteen employees; he would pitch in and work with the gang in the mailing room, night or day, doing whatever was needed in the way of getting the whole job done and done on time. He would have his heart broken frequently because I turned down advertising copy not

in keeping with our conservative stand-ards."

Reporter's Note: An interesting letter. We will submit any suggestions or in-quiries received to our correspondent.

CASE HISTORY OF A SUBSCRIPTION

I SUPPOSE AN EDITOR wonders sometimes just what it is which causes a subscriber to subscribe. So here's my "case history".

As an old friend of "Postage and the Mailbag", I was not a little puzzled and disturbed, when it ceased to make its regular, although usually belated, monthly appearances. Your letter which finally came explaining what had happened to "P and MB" was quite a satisfaction, and the offer to extend the old subscription with the new magazine was certainly a real "sizzle".

Came your letter asking for renewal. It didn't seem particularly convincing (!), so was laid back for "later consideration". I really think that letter could be improved, Henry. Of course, we're in sympathy with your efforts to carry on with a publication for the Direct Mail field. But your letters should demonstrate primarily that the mag-azine will be *indispensable to us*, in order to arouse our interest from the passive state to the point where we actually pay the "\$3.00 per".

Reading the December issue was the de-ciding factor. Would these articles and ideas not make the subscription price a very profitable investment? Why not do something to offset the "disappointing" ex-perience which you explain on page 10?

So here's the letter, and here's the check, with best wishes for the success of The Reporter with Postage and the Mailbag.

C. W. Boyer
C. W. Boyer Company
Dayton, Ohio

P.S.—I know that paragraph 3 will be a guarantee that *this* letter will not be published.

Reporter's Note: See? We publish it anyway and thanks for the idea. We like criticism. I changed our letter immedi-ately. Why didn't you write sooner? The change helped.

MAKE IT READABLE!

DOUGLAS C. MC MURTRIE, noted typographer and historian of printing recently said:

"Printing as a means of idea transmission is being challenged. The time is past when the comfort of the reader can be disre-garded in planning printing. Do not expect

your prospective readers to hurdle the dif-ficulties of bad typographic practice and poorly thought out presentations, if you want to keep your printing and advertising out of the ninety-five per cent that readers pass by. Fortunately, readability can be im-proved. Reading comfort may be increased as much as five times by the application of fundamental typographic principles."

Reporter's Note: We question the per-centage given . . . but endorse the advice.

THE DANGEROUS MOMENT . . . AGAIN!

YOUR AUGUST ISSUE quoted Standard En-velope's copy on "That Dangerous Moment"—when the prospect does or does not re-turn the enclosed post card.

In mailings to the general public, there are always bound to be generous replies from those people who have plenty of time to write for anything free.

In our own business, all mailings are to a selected list of executives who, we hope, are too busy to write letters in answer to advertisements. But there are many who will, if a return card bears their name, drop it in the mail basket instead of the waste basket because it takes no more effort.

However, if a man will take a few mo-ments of his own time to write his name, title and address the chances are that he is buy-minded at the moment, that he has been partially sold by the mailing piece.

Perhaps we have the wrong idea and there is really something to be gained from replies of casual readers. We'd like your opinion on the matter.

Benton W. S. Dodge, Adv. Mgr.
Porcelain Products, Inc.
Parkersburg, W. Va.

Reporter's Note: Your letter brings up an interesting point for argument. The di-rect sellers, of course, want immediate returns . . . but some firms have found that it does not pay to get inquiries.

Did you see the article in the May Reporter about the experience of Reliance Life? The July issue reported on the ex-perience of McCaskey Register Company and how they insist on their salesmen call-ing on all names on the list, whether they inquired or not. Some companies have re-ported that they get more business out of the names on the list who do not inquire than those who do.

I think you are right in your viewpoint. You are applying the form of diagnosis which Glen Bronson advocates (see page 5 September issue) which in other words would read—"Don't go after any more than you want to get."

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